

MK303 Marketing communications

20 ECTS

Objective - Course description

- C1.2 Collaborate to solve complex problems with method, rigour, proactivity and creativity
- C.1.4. Develop a responsible, critical and reflective approach to professional practices
- C.2.1. Negotiate with the different actors
- C.2.3 Direct communication according to the target audience
- C.2.4 Promote and contribute to the organisation's brand image, including its environmental and social responsibility
- C.2.5. Defend your projects with persuasion and enthusiasm
- C.4.3 Carry out a strategic diagnosis of the company's business situation and its environment and make recommendations in line with environmental and ethical concerns
- C.4.4. Check the relevance and coherence of the actions envisaged
- C4.6. Evaluate the profitability of marketing action plans
- C.5.2 Plan the different stages involved in the development of the marketing plan
- C.5.3. Structure and implement communication actions
- C.5.7. Manage a team and encourage collaboration within the service or department and this in the 2 foreign languages listed in the student's EAP

Learning content

Communication Planning :

- Communication Objectives
- Strategic Planning
- Consumer insights and customer experience
- Creative brief
- Brainstorming and creative process
- Creative ideas

Communication mix (online & offline tools). How to :

- Reach the customer at the right time and place with a media planning strategy
- Improve the customer experience through brand activation and in-store communication
- Strengthen the customer relationship and create direct contact through direct marketing tools
- Change public perception with PR releases to journalists, influencers, organisations...

- Enhance the digital consumer experience with new AI tools
- Communicating at trade shows and fairs
- Strengthen the power of a brand
- Discovering the world of agencies and creative tools for graphic design, video and storytelling
- Coaching and improving presentation techniques
- Measuring the effectiveness of campaigns

Projects: IMC, Paris and Kortrijk

LANGUAGE INTEGRATION (4ECTS)

Presentation of integrated projects and/or topics related to communication or business news.

Exercise in professional presentations

LANGUAGES (4ECTS)

The course is structured around different themes relating to specific aspects of professional life such as job interviews, making appointments by telephone, professional presentations. For each theme, lexical preparation and practical application of a field activity integrating the languages concerned. Business situations and individual and/or group productions, presented by the students themselves.

+ discovery of Spanish-speaking cultures and current events for the Spanish course

Learning Outcome

At the end of the course, students will be expected to demonstrate the ability to

- Understand the functioning of a communications agency/department
- Develop a communication campaign including
- Thinking about strategic planning
- Consumer insight research
- Development of big ideas and thinking outside the box
- Creative brief
- Media planning
- Integrated on and off line communication tools with a reflection on the use of these tools
- Pre-test campaign
- Realistic budgeting
- Measuring the effectiveness of the campaign

- Understand the theoretical concepts of tactile communication tools such as: Brand Activation, PR, Media planning, Digital, Branding, Direct Marketing,...

Methodology

Interactive courses (online & offline), integrated activities, individual and/or group work, visits and exchanges, expert interventions.

LANGUAGE INTEGRATION

- Presentation of work and/or integrated activities
- Oral presentations (individual and/or group)
- Oral exchanges in small groups / individually
- Joint activities with students from partner schools (for the Dutch and Spanish course)

LANGUAGES

- Preparation of assignments and integrated activities
- Written and/or online learning exercises
- Simulation of job interviews and professional activities
- Oral presentations and oral exchanges in small groups
- Each practical exercise is preceded by an input and followed by constructive feedback
- Conversation tables and cultural activities (for the Spanish course)

Learning material

Support from different teachers and speakers (Slides, videos,...)

Evaluation

60% Continuous assessment in the first four months Set of assignments or work

40% End of first term assessment Written and/or oral test

Comments on assessment The mode of assessment mentioned in the table above (60% Continuous assessment and 40% End of semester assessment) concerns the Communication course only. For all languages, it is 100% permanent assessment.

For the Spanish course, it is regular questioning > Permanent assessment is based on various tests and assignments, both face-to-face and distance learning, oral and written, as well as active participation in teaching activities.

It is not possible to take MK303 if the student has a time conflict. Indeed, due to the specific nature of this course (MK303), which consists mainly of practical work and a concrete project to be carried out by the student, these assessments can only be organised once, i.e. during the semester in the form of a permanent mark. The student must be

The student must be present at the course.

In the evaluation modalities of the 1st session, the permanent evaluation entitled "Other (to be specified)" consists of a set of activities in the different courses (assignments, presentations, role plays, exercises, reports, ...) and of the active participation in the pedagogical activities. Details will be presented at the beginning of the academic year and posted on the Virtual Campus/Moodle.

In the second session assessment modalities, the assessment of the work is individual.

The overall grade of the EU is calculated according to a weighted average: 8 ECTS for language skills - 12 ECTS for technical skills. This average will include the mark obtained by the student for the technical skills, provided that the student has a maximum failure in languages of not less than 8/20. Indeed, language skills are considered essential in a commercial type of baccalaureate. In addition, the average will include the score obtained by the student for the language skills as long as he/she has obtained min 10/20 for the technical skills.

Access to the examination session (1st and 2nd session) is only reserved to students who have participated in the individually assessed activities during the year.

It can be accepted, according to the logic of competences, that a student represents only those competences not passed in the second session. Note that this is only true for the second session, and not from one year to the next!

A student who has not yet taken the course by 1/10 automatically loses 50% of his or her permanent rating for technical courses.