



Careers in communication and marketing

Presentation

This method conference provides an introduction to careers in the fields of marketing and communication, in the form of in-class discussions around case studies. Students specializing in political communication will be required to apply their knowledge to market and non-market sectors with a persuasive purpose. Particular emphasis will be placed on new communication and marketing professions that are emerging with the digital revolution, and students will be asked to reflect on communication and marketing strategies involving these digital tools.

In brief

ECTS credits : 3.0

Number of hours : 9.0

Teaching term : Six-monthly

Teaching activity : Seminar

Year : Fourth year

Validation : Continuous assessment

Contacts

Responsible(s)

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Bibliography

- De Baynast A., Emprin C., *Publicitor*, Dunod, 2014, 8e édition.
- De Barnier V., Joannis H., *Marketing et création publicitaire*, Dunod, 2016.

Formule pédagogique

Students are required to read assigned documents before each session so as to be able to discuss, in class, the documents they have read. They will be asked to give in-class presentations of their strategic recommendations for a case to be studied beforehand.