

SUMMER MARKETING CERTIFICATE

Certificate awarded by: Groupe ESCE International Business School

Arrival date: July 1st, 2016 **Welcome event:** July 4th, 2016 (morning) **Classes start:** July 4th, 2016 (afternoon)

Classes end: July 29th, 2016 **Certificate Ceremony:** July 29th, 2016

Total ECTS: 9 **Total contact hours:** 72

Program requirement: a minimum 18 years of age

Program location: ESCE Paris - Campus Eiffel I, 10 Rue Sextius Michel, 75015 Paris

Language of instruction: English

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PROGRAM FEE: 1,850€

FEE INCLUDES:

- Orientation/Welcome Event
- Weekly cultural visits/activities
- Computer accounts at the school (WIFI access)
- Access to the school's MediaCenter
- Official transcript of grades
- Program Certificate
- Certificate Ceremony

VISITS:

1 cultural visit/activity per week (visits of famous Parisian monuments and quarters).

Activities will be organized with the aim of highlighting different aspects of French culture and traditions while enjoying the time in Paris.

PROGRAM COURSE LIST

Course Title	ECTS (credits)	Contact hours	Level (undergraduate or graduate)
Integrated Marketing Communications (IMC) and Corporate identity	3	24	undergraduate
Marketing	3	24	undergraduate
Future Prospects of Marketing	3	24	undergraduate

PROGRAM COURSE DESCRIPTIONS

COURSE 1

Course Title	<i>Integrated Marketing Communications (IMC) and Corporate Identity</i>
Course objectives	<p>The course seeks to familiarize students with advanced integrated marketing communication (IMC) strategies. The objective consists in conveying an insight into the construct of a distinct corporate identity through an extended set of innovative communication techniques, including ambient marketing, point of sale design, architecture, sponsorship events, advertising, guerilla marketing</p>
Recommended readings	<ul style="list-style-type: none"> • Strategic Marketing, Third Edition: Planning and Control by Graeme Drummond, John Ensor and Ruth Ashford (2008) • Alsop, R., "Corporate Reputation: Anything But Superficial – The Deep and Fragile Nature of Corporate Reputation," Journal of Business Strategy 25, no. 6, 2004, 21-30. • Bargenda, A. "Corporate architecture as a branding tool: a European case study in the finance sector », Managing corporate communication : a cross-cultural approach, ed. Rossella Gambetti and Stephen Quigley, Hampshire, UK, Palgrave MacMillan, 2013. • Clow, K. E., Baack, D.E., Integrated Advertising, Promotion, and Marketing Communications, Pearson,2007. • De Pelsmacker, P., Geuens M., Van Den Bergh, J., Marketing Communications: A European Perspective, Pearson, 2008. • Fiske, J., Introduction to Communication Studies, 3rd edition. London and New York, Routledge, 2011. • Floch, J.M., Semiotics, Marketing and Communication: Beneath the Signs, the Strategies, Palgrave MacMillan, 2001. • Griffin, T., International Marketing Communications, Butterworth Heinemann, 1993. • Hampshire, M., Stephenson, K., Signs and Symbols, Rockport Publications, 2008. • Hatch, M.J., Schultz, M., Taking Brand Initiative: How Companies Can Align Strategy, Culture, and Identity through Corporate Branding, Wiley, 2008. • Hofstede, G., Culture's Consequences: Comparing Values, Behaviors, Institutions, and Organizations Across Nations, Sage Publications, 2nd ed., 2003. • Landa, R., Advertising by Design: Creating Visual Communications with Graphic Impact, Wiley, 2004. • Mueller, B., Dynamics of International Advertising: Theoretical and Practical Perspectives, Peter Lang Publishing Company, 2004. • Pickton, D., Broderick, A., Integrated Marketing Communications. 2nd edition. Harlow, England, Prentice Hall; 2005. • Stuart, B.E., Sarow, M.S., Stuart, L., Integrated business communication in a global market place, Chichester: Wiley, 2007. • Umiker-Sebeok, T., Marketing and Semiotics: New Directions in the Study of Signs for Sale, Mouton De Gruyter, 2008. • Wheeler, A., Designing Brand identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands, 2nd ed., Wiley, 2006.

COURSE CONTENT:

In conjunction with the wider concept of IMC, students acquire knowledge about issues such as corporate identity, heritage branding, reputation management, image building, and semiotics. Students also gain more specific understanding of the managerial implications and learn how to plan an IMC campaign, including identifying publics, planning the budget, determining campaign objectives, strategies and tactics, performing campaign evaluations. Strategic planning issues are presented in various sectors (luxury, energy, finance), together with analytical tools (situational analyses, market analyses, target analyses, etc.).

COURSE 2

Course Title	<i>Marketing</i>
Course objectives	To be confirmed

COURSE 3

Course Title	<i>Future Prospects of Marketing</i>
Course objectives	By the end of the course students will have mastered the concepts of behavioral targeting, how price, product, promotion and place may be affected by current marketing trends and what future threats and opportunities exist in the context of Marco-environmental constraints.
Recommended readings	<ul style="list-style-type: none">• The following two articles are taken from www.mckinseyquarterly.com. Membership is free.• Seizing the potential of 'big data' https://www.mckinseyquarterly.com/Seizing_the_potential_of_big_data_2870• "We're all marketers now" https://www.mckinseyquarterly.com/Marketing/Were_all_marketers_now_2834

COURSE CONTENT:

This course is intended to teach students about the discipline of marketing's future opportunities and threats.

This includes learning about recent trends in data analysis and product promotion that have been made possible by technological advances and which have the potential to disrupt and or replace traditional marketing practices.