Syllabus – Elective Course

Course title:

International Marketing & Communication

Credits:

6 ECTS credits

Teaching language:

English

Target students:

Students in Communication, Humanities, Social Sciences, Business

Teacher in charge of the course:

José Francisco Andrade, Professor of School of Business, UDEM Monterrey, México

COURSE PRESENTATION

Prerequisite:

Students undertaking this course should normally have successfully completed at least one semester at university, or have equivalent experience. They must have some ability to work as a group and be able to communicate easily in English at a standard university level. In other respects, the course is intended to serve a mix of profiles and learning backgrounds for a more diverse international learning experience.

Content:

This course will provide students with an overview of relevant topics and exercises, including:

- Presentation of the international communication organisation for a company and how to organise an international communication world wide
- What is international communication?
- The main channels/actors of international communication
- Challenges of International Communication in a globalised world
- How to build a communication strategy:
  - The different steps of building a communication strategy
  - The main actors of an efficient communication strategy
- Discussions on communication strategies in the different countries represented in class
- The students will work on a case study in group for a concrete approach and better learning experience and present the results to the rest of the class as well as to a jury.
- The students will work in deep analysis of advertising campaigns of the same brand in different countries
Learning Outcomes:

At the end of the course, the students should be able to:

- Describe an international communication sector,
- Understand the specificity of work in an international environment,
- Work as a team on a communication case,
- Demonstrate the role culture plays on general and professional communication and behaviour,
- Integrate a new team from an initial team.
- Understand the communication strategies the brands perform in different countries and why they do this
- Understand the key theoretical concepts regarding International communication in different environments

WORKLOAD

French contact hours = 60 minutes (in some countries/institutions, 1 contact hour = 45-50 minutes)

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<thead>
<tr>
<th>Form:</th>
<th>Number of hours</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Face-to-face, in-class, on-site learning</td>
<td>39 hours</td>
<td>13 sessions of 3 hours</td>
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<tr>
<td>Out-site training, fieldtrip</td>
<td>2 hours</td>
<td>Visit to the communication department of an international company</td>
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<td>Approximate personal work / homework</td>
<td>15 hours</td>
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<tr>
<td>Student total workload</td>
<td>56 hours</td>
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EDUCATIONAL METHODS

Discussions, case studies, group work, educational games, field trips, marketing research

RESOURCES

All course materials will be supplied in class.

ASSESSMENT

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<tr>
<th>Form:</th>
<th>Number</th>
<th>Duration</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Continuous assessment (20%)</td>
<td>2</td>
<td></td>
<td>Exercises</td>
</tr>
<tr>
<td>Final exam (60%)</td>
<td>1</td>
<td>20 minutes</td>
<td>Comparative advertising communication presentation about key findings and reasons why</td>
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<tr>
<td>Others (student participation...) (20%)</td>
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<td></td>
<td>Attendance, participation, and contribution to group discussion</td>
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This syllabus is based on information available at the time of publication (November 2021). Changes may occur.

For updated information about course content, please contact us: lilleprograms@univ-catholille.fr