SupdePub
INSEEC COMMUNICATION

INTERNATIONAL BRAND STRATEGY & MARKETING

Advertising language in the international context

This course explores the cultural elements in advertising in the global environment. It looks at the decoding process with regards to verbal and non-verbal communication and cultural references. As this is an international class, students are encouraged to share their own examples with their classmates thus highlighting their own cultural specificities present in the chosen campaigns. .

Customer Experience

Understanding how a brand can improve the customer experience throughout the entire customer journey and the consumption cycle is today an area of study that is particularly relevant in a world of fierce global competition and increasing product parity.

International Marketing

International marketing explores all the parameters on the domestic and foreign markets that influence a company's capacity to market its products or services successfully abroad. The course, through many examples, brings to light the challenging political, economic, socio-cultural, technological, geophysical and regulatory factors and more, that play a crucial role in shaping the marketing mix in foreign markets.

Marketing Research Workshop

This workshop is a hands-on approach to discovering and implementing the various marketing research tools necessary to build an effective strategy. Students will learn how to access more effectively and efficiently existing online secondary sources and become familiar with the qualitative and quantitative techniques used in primary research.

Account Planning

This course studies the function of account planning or strategic planning in the agency environment.

It explores the intermediary role involved in working on a client brief, and subsequently briefing the creative team. Students will discover the importance of true insights and learn how to transform them into strategies that can lead to powerful creative ideas and executions.

The Art of Pitching

This course inspired by the best seller "Perfect Pitch" by Jon Steel explores the complexities of successful pitching in a highly competitive environment. Through the practice of 'reverse analysis' students will hone their skills at pitching both as individuals and as a team. This course aims at preparing the students for their major competitions in which they have to pitch to a client in a professional context.

Comparative Media Literacy

Media Literacy is the ability to access and analyze the media messages that inform, entertain, and sell to us every day. In this course, students will learn to think critically about media. They will learn to ask the right questions when navigating the complex digital world, we live in.

So rather than be manipulated by media, or passively consume content and pass it on, this course empowers students to use and create media in an active and critical way.

Students will also learn how directors, producers, creators of media and film go about the business of CONSTRUCTING REALITY. Rather than neutrally transmitting it. Media Literacy is understanding that Media does not reflect but re-presents the world.

Social Media

Using a wide variety of case studies and group projects, this course explores the different social media platforms, their specificities and how to leverage them into communication campaigns.

It also studies the day-to-day functions of social media management or community management and the pros and cons of influencer and WOM marketing.

People Skills

The latest developments in neuroscience, evolutionary psychology, kinesics, positive psychology and (social) communications have given us a solid scientific grounding to evaluate, select and put into the practice the key skill sets in emotional, social and systemic intelligence. These are fundamental to creating client win-win persuasion and sustainable relations, optimising team work on projects, dialogue-based meeting interventions and building adaptive agility and resilience in advertising professionals. This modular and activities-based course draws on real professional-life situations to train and develop these integrated skillsets in student teams.

Brands Rules & Regulations

This course explores the legal framework of brands and Introduces the relevant French, EU and US Institutions. Students learn how to create and register a brand in France and abroad and will understanding how to exploit the rights conferred to a brand (franchising and licensing) ; The course also studies the interaction between the brand and third parties in case of Litigation & Arbitration in a national and international context.

Media Trends and British Brands

This course looks at the past, present and future of media through a British prism. Students have the chance to examine how the traditional worlds of print, radio, television and outdoor media have evolved over time and adapted to the modern digital landscape. The classes also explore the current and future opportunities provided to brands by augmented and virtual reality, artificial intelligence and the continual growth of social platforms. Brands such as John Lewis, Compare the Market, Marmite and Burberry are considered as case studies.

Trendspotting

Discovering trends, understanding their implications for one's business and being able to tap into them in order to gain a competitive advantage is one of the essential driving forces in a marketing organisation. The course shows how trendspotting can help innovate in many different business areas, product development, HR management, distribution and communication

Consumer Behaviour

Today, in an increasingly competitive world, marketing is not about selling products and services to consumers or customers but rather finding

the most effective ways to persuade them to buy what you offer. This means that marketing has become more consumer-centric rather than product-centric.

Only by gaining an increased awareness of the changing psychology and behaviour of consumers and having the flexibility and willingness to adapt can companies and their brands succeed in a sustainable manner.

Brand management

This course is the cornerstone of the International Brand Strategy program. Students will explore the many facets that help to build strong and lasting brands. They will learn through the use of several models, how to create and add value to brands. Managing brands successfully is not something that can be done from reading books alone. Theory is of course helpful but working on different cases is the best way to master the art and science of brand management.

PR Strategies

PR has evolved into a communication tool that is far more versatile and diversified than ever before.

A communication campaign invariably has a PR element which is one of the most cost-effective and credible ways of generating visibility. Students will learn how to organize PR from the client side but also how to incorporate PR into a 360 campaign by creating synergies between Paid media, Owned media and Earned media.