

**ECTS files
2010/2011**

Communication Management International

COMINT

Subject	ECTS	Semester 1	Semester 2	CODE
Advertising – Media planning (+ exercise)	4		4	COMINT-ADVER/08
Digital photography	4	4		COMINT-DIGPHOT/08
Direct Marketing Communication	4	4		COMINT-DM/08
Market Analysis and Communication Survey	6		6	COMINT-MACS/08
Marketing	4	4		COMINT-MARKT/08
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Online Communication and information	4		4	COMINT-ONLINE/08
Public Relations	6	6		COMINT-PURE/08

Department

Commercial Sciences and Business Management

Campus

XIOS Hogeschool Limburg
Campus Hasselt
Vildersstraat 5, 3500 Hasselt
Belgium

Subject:	Advertising – Media planning (+ exercise)
Programme:	Communication Management International
Subject code:	COMINT-ADVER/08
Coordinator:	Herve Van de Weyer
ECTS credits:	4

Prerequisites

You should have reached an intermediate level in English.

Content

The student will explore the creative process of copywriting and advertising design. Furthermore, this course deals with the various elements involved in the production of a communication campaign from inception to conclusion.

This course gives the student the opportunity to analyze one of the most important, yet contentious areas of communication. Emphasis is placed on the need to evaluate all communication programmes and analyze data correctly:

- What is media analysis/evaluation?
- The reasons for media analysis
- What can be measured?
- Techniques; media tracking and outcome analysis
- The process of evaluation and coding

Advertising media planning for broadcast, print and online media includes the interpretation of ratings and market data, media strategies and concepts, and specific buying processes in each advertising medium.

Evaluation

Permanent evaluation

Paper

Subject:	Digital photography
Subject code:	COMINT-DIGPHOT/08
Programme:	Communication Management International
Coordinator:	Ludo Deleux
ECTS credits:	4

Prerequisites

You should have reached an intermediate level in English.

Content

Imagine using your digital camera or film camera to make perfect pictures. All aspects of photography are covered including photography theory, practical photography, technical aspects and composition. These provide you with the know-how and skills to start photography.

You will learn about "point and shoot", 35mm, medium format, and large format digital cameras as well as composition and imaging techniques to help you produce impressive, professional prints.

Photoshop is a graphics program, mainly used for editing images or retouching photographs but can also be used to create original artwork either from scratch or based on an existing image.

The course starts with the basics of Photoshop, the work area, the toolbox, and using selection tools to create a new image from an existing image. The second part shows the use of layers. Photoshop lets you isolate different parts of an image on layers. Each layer can be edited as discrete artwork, allowing unlimited flexibility in composing and revising an image.

Furthermore you will learn techniques for basic image correction by stepping through the process of acquiring, resizing and retouching some photos. You can correct problems in colour quality and tonal range created during the original photography or during the image's scan.

Learning materials

Syllabus

Digital Photography

Extra information

Handbook

Macromedia Dream weaver 8 Hands On Training

Macromedia Dream weaver MX 2004: Training from the Source

Subject:	Direct Marketing Communication
Subject code:	COMINT-DM/08
Programme:	Communication Management International
Coordinator:	Herve Van de Weyer
ECTS credits:	4

Prerequisites

You should have reached an intermediate level in English.

Content

The study of the concepts, strategies, and applications involved in direct marketing. Measurability, accountability, lists, data and the integration of direct marketing programs into the total marketing efforts are discussed. The main objectives are:

- Appreciation of the difference between direct marketing and more traditional marketing methods, and the potential role of direct marketing within an organization's overall marketing strategy;
- Use of a conceptual framework for the planning, integrating and control of the direct marketing process;
- Construction of realistic objectives for different types of direct marketing;
- Providing relevant input towards creative strategy;
- Setting a direct marketing budget and allocate resources to the direct communication elements within this budget;
- Demonstration of the strategic use of each of the direct marketing elements and critical analysis and evaluation of the elements of a direct marketing campaign;
- Identification of the need for evaluating the effectiveness of the direct marketing communication plan;
- Determination of the role of direct marketing in branding;
- Understanding of the role of technology in the ongoing development of direct marketing.

Evaluation

Permanent evaluation

Oral assessment; tasks and assignments

Learning materials

Syllabus

Direct Marketing

Subject:	Market Analysis and Communication Survey
Subject code:	COMINT-MACS/08
Programme:	Communication Management International
Coordinator:	Kris Baerts
ECTS credits:	6

Prerequisites

You should have reached an intermediate level in English.

Content

In an increasingly competitive environment, information is more important than ever. The course offers a systematic approach to the structure, implementation and analysis of marketing research for purposes of decision making. This includes an emphasis on customer wants and needs as they are relevant to developing promotional campaigns, new products and improving customer service efforts. This course covers aspects of desk and field research. The course also covers:

- Definition of market research
- Market research tools: focus groups and surveys
- Research brief
- Motivational research
- Attitude surveys

The course is carried out with theoretical lectures, discussions of cases and field project, requiring an active involvement of the participants.

Implementing a communication policy and communication plan requires research. In order to make realistic choices, you have to find out what audiences and target groups want. You will carry out a research project using several methods of communication or marketing research. The research group processes information regarding a communication problem of an outside client. Your findings will be put down in a written report, meant for the client.

Learning materials

[Blackboard](#)

Guidelines

Subject:	Marketing
Subject code:	COMINT-MARKT/08
Programme:	Communication Management International
Coordinator:	Philippe Pelsemaker
ECTS credits:	4

Prerequisites

You should have reached an intermediate level in English.

Content

In this course you get a practical, managerial approach to marketing.

Contents

- Marketing now
- Strategic marketing
- The marketing environment
- Marketing in the Internet age
- Marketing and society: social responsibility and marketing ethics
- The global marketplace
- Consumer markets
- Business-to-business markets
- Marketing research
- Segmentation and positioning
- Relationship marketing
- Competitive strategy
- Product and branding strategy
- New-product development and product life-cycle strategies
- Marketing services
- Pricing
- Integrated marketing communication strategy
- Advertising, sales promotion and public relations
- Personal selling and direct marketing
- Managing marketing channels

After each session you are required to solve a case, followed by a self-assessment test. Each case study contains case questions that you can work through, showing you how marketing principles can be applied to real-life scenarios. The interactive self-assessment tests provide Multiple-Choice and True/False questions to help you assess your understanding of the core material in each chapter.

Evaluation

Oral exam

Oral assessment.

Permanent evaluation

Assignments throughout the course.

Learning materials

Article

Recent articles and website references.

Handbook

Philippe Kotler; Principles of Marketing, Pearson Education, March 2007.

Subject:	Marketing PR, Promotions, In store communication & Packaging
Subject code:	COMINT-INSTORE/08
Programme:	Communication Management International
Coordinator:	Kris Baerts
ECTS credits:	5

Content

Marketing PR

Marketing PR will teach you how to activate your public relations in order to sell goods and services. The marketing objectives are: creating awareness, informing and educating, building loyalty, giving the consumer a reason to buy our products and services, creating 'buzz',...

Promotions, In store communication & Packaging

If you want to sell goods, you have to tease the consumer. Via promotions, in store communication and packaging you will try to get the attention of your consumers. In this course you will learn all about promotions, in store communication and packaging. You will learn about category promotions, range changes, planograms and other in-store activities.

Evaluation

Oral examen

Oral examination.

Learning materials

Syllabus

Instore Communication

Subject:	Online Communication and information
Subject code:	COMINT-ONLINE/08
Programme:	Communication Management International
Coordinator:	Willy Coomans
ECTS credits:	4

Content

During this course, the value and role of the Internet will be explored. Latest developments such as:

- Ranking and Search Engine Optimization
- Online security
- Data distribution and permission marketing
- Web content analysis and navigation
- What makes a web site user friendly
- Interactivity
- Online and offline integration
- Accessibility and the law
- Online advertising and promotion
- Online media relations
- Online investor relations
- Viral Marketing
- The future

Subject:	Public Relations
Subject code:	COMINT-PURE/08
Programme:	Communication Management International
Coordinator:	Ellen Theunen
ECTS credits:	6

Prerequisites

You should have reached an intermediate level in English.

Content

This course examines the nature of PR and its role within the communications mix. The session attempts to give an overall appreciation of the current uses of PR and explores the terminology associated with its practice.

- What is PR? Reputation, perception and relationship management
- The importance of value-led organizations
- The different types of PR
- Why modern PR is more than just media relations: interdependence
- Why we need to adopt a new way of thinking about customers - the 'experience economy'
- Overview of a typical PR plan and campaign: objectives and strategy

This course gives a review of the different methods of communicating with the media. During this session, you will be asked to criticize and evaluate a given press release. Furthermore, you are trained on how to write a press release.

- The scope of media relations: how to deal remotely, directly and reactively
- The do's and don'ts and basic principles of media relations
- The news release: how to announce a news story
- The basic format of a news release: content, style and structure
- Release distribution – including the internet
- How the media uses releases
- News conferences: how to set one up and manage it
- Handling press briefings
- How to deal with radio and television interviews

The principles of issues and crisis management will be examined. Course participants will be asked to identify key issues for selected organizations.

- The difference between risk/issue and crisis management
- The importance of pro-active reputation risk analysis
- Complexity theory and interdependency
- Risk identification: categories of risk
- Risk associated with globalization
- Psychology of risk and irrational decision making
- Rumour analysis
- Problems with risk communications
- Risk management: identification, categorization, implementation
- The identification and management of issues
- The nature of a crisis
- The characteristics of a crisis
- Handling a crisis – the key stages involved
- Crisis communication and the Internet
- Handling the media during a crisis
- Case studies on issue and crisis management

Evaluation

Oral exam

Oral Examination.

Permanent evaluation

Tasks and assignments throughout the course.