

Communication & Promotion Strategies

The course introduces basic notions and theories around communication and communication strategies, as well as promotion techniques of products, services and/or brands. The basic elements of a communication act are analyzed: sender, message, medium, receiver and communication result, as well as the choices and the design steps of a promotion campaign and the overall communication strategy of an organization/brand.

Topics of analysis include:

- the theories and forms of communication (interpersonal, mediated, mass and digital),
- the notion of communication strategy, its design and application,
- the nature of messages' senders (persons, companies, organizations), the creation of a brand and its targeting, as well as the development of the appropriate strategy for every communication act,
- the phenomenon of mediation (use of mass and new media, discussion of their special characteristics, choice of the appropriate medium to send a message),
- the different kinds of messages and the basic choices regarding the design of their form and content (production and reception framework of messages, formation of messages according to different groups of customers/consumers, mass and personalized messages),
- the codes and symbolisms in communication,
- the character and role of customers/consumers according to the different communication theories and forms of communication (audience research, perception theories, wide audience, interpretive communities, special and target groups of customers/consumers, development of a relationship between brands and customers/consumers),
- case studies and good practices.