

Advertising majors (B 3): first term schedule 2017-18

	Group E	Group F
Tuesday Sept 19		
Tuesday Sept 26		
Tuesday Oct 3		
No talk planned yet - let me know asap	Romain ROLAND	
Tuesday Oct 10	Mathilde Van Parys + Magali Berghman : Product placement	Richard + Bertille: Shockvertising
Tuesday Oct 17	Juliette DEMOULIN + Pol LABAUT : Sensory mktg	Samy BALEKBIR + Clara Deepen : Sonic branding
Tuesday Oct 24	Marie Paris + <i>Maxime Vanormelingen</i> : Shockvertising Lisa Dessoy + Amélie La PERUTA : Coco Chanel	Audrey + Martin: the effect of colours Zoé SUBHAN + Elodie NANSON + Bruno PIETERS: Goodvertising
Tuesday Oct 31	Virginie LAROCK + Alicia : Advertising VS PR	Gaëlle + Aurélie: Product placement
Tuesday Nov 7	Kathia ABDELLAOUI + Marco QUIAIOS : Subliminal advertising	Sarah + Gauthier: Community management Soukheina + François-Xavier : P. R.
Tuesday Nov 14	Nicolas ALBERTY + Nourredine AMZILE : ?? Cyrille DELBROECK + Angèle HENRY: Youtube Advertising	Chloé + Alessia: Youtube advertising Julie VELTER : ??
Tuesday Nov 21	Sarah van de WYER + Christophe GROGNA : Advertising to kids Emilie TRICOT + Laura PADOVANI: ??	Loryn + Maria: FB advertising Lea + Quentin: Buzz marketing
Tuesday Nov 28	Alex Vaneste + Floriane HENRIQUET : ?? Emilie TRICOT + Laura PADOVANI: ??	Ilinca BADESCU + Julie KARGAS: Luxury marketing Rodolphe BARTH + Asheraf ? = Tobacco advertising
Tuesday Dec 5	No talk	No talk
Tuesday Dec 12	Oral exam	Oral exam
Monday Dec 18 at 14.30	Written exam	Written exam