

Title:	Marketing Semiotics
Lecturer	dr Monika Hajdas
Lecture hours:	18 hours
Study period:	Summer School
Location:	Wrocław University of Economics, Poland
Examination:	<i>Case studies during the course</i>
Language:	English
Prerequisites:	Knowledge on management and economics
Course content:	<ol style="list-style-type: none"> 1. Brief introduction to marketing semiotics. Key terms: cultural context, cultural codes, cultural myths. Why should marketers investigate cultural environment? 2. Semiotic research. How can marketers investigate cultural environment? <ul style="list-style-type: none"> • Semiotic perspective in marketing research • Key research processes: deconstruction (which cultural codes are used in marketing) and construction (how to fit a brand into culture) • Identification of cultural insights - RDE analysis (residual, dominant and emergent codes) 3. Cultural strategy. How can marketers apply cultural insights in marketing strategy? 4. Creative audit as a qualitative method. Creative audit as a content analysis. Creative audit and its role in marketing communication. 5. Brand archetypes as a category for conducting a creative audit. Introduction to 12 basic brand archetypes, their characteristics and economic benefits of using archetypes in marketing communication. 6. Conducting creative audit based on archetypes. Evaluating verbal and visual content of marketing communication.
Learning outcomes:	<p>Knowledge: key terms and concepts connected with marketing semiotics and creative audit as a qualitative method and content analysis method.</p> <p>Skills: students learn how to perform semiotic research and creative audits for marketing purposes.</p> <p>Attitude: ability to work in groups, ability to develop and present an idea</p>
Literature	<ol style="list-style-type: none"> 1. Floch J.M., <i>Semiotics, Marketing and Communication: Beneath the Signs, the Strategies</i>, Palgrave Macmillan 2001 2. Oswald L.R., <i>Marketing semiotics: signs, strategies, and brand value</i>, Oxford University Press 2012 3. Rapaille C., <i>The Culture Code: An Ingenious Way to Understand Why People Around the World Live and Buy as They Do</i>, Crown Business 2007 4. Holt D., Cameron D, <i>Cultural Strategy: Using Innovative Ideologies to</i>

	<p><i>Build Breakthrough Brands</i>, Oxford University Press, 2010</p> <ol style="list-style-type: none">5. Holt D., <i>How Brands Become Icons</i>, Harvard University Press 20046. Hartwell M., Chen J.C., <i>Archetypes in Branding. A Toolkit for Creatives and Strategists</i>, HOW Books, 20127. Mark M., Pearson C.S., <i>The Hero and The Outlaw: Building Extraordinary Brands through the Power of Archetypes</i>, McGraw-Hill, New York 20018. Herskovitz S., Crystal M., <i>The essential brand persona: Storytelling and branding</i>, „<i>Journal of Business Strategy</i>” 2010, vol. 31, no. 3.
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