

THE ADVERTISING CAMPAIGN CONTEST A CONCRETE AND CROSS-DISCIPLINARY PROJECT

Nowadays, learning goes far beyond the assimilation of theoretical and procedural skills and actually provides some real operational know-how. Learning by doing allows students to act and react in real concrete situations. It is now understood that this is the way students will be the most reactive, creative and motivated. Yet, **how can a real situation possibly be 'created'?**

In the first half of the academic year, 3rd year students in Economics and Management are requested to go to a non-French speaking destination to carry out a market survey of a product idea they have come up with and partially developed in class. Amongst other things, they are asked to show the footage of their experience abroad in a presentation of their findings and hand in a feedback report (see Spirit of Management, No. 26). In the second half of the year, the 'learning by doing' approach is maintained in a rather different project that is nonetheless fully anchored in reality: **a contest involving students in the development of the School.**

The idea of a contest all started with the desire to have our students practise writing CVs and covering letters in a practical context. Thus, originally, a mock contest involving the International Relations Department was created. Teams of four students would enter the contest by handing in a report including a covering letter and their CVs. They would subsequently give a presentation of an advertising campaign to promote HEC Liège abroad. The idea was presented to Marianne Snakers, Head of International Relations (IR), who bought into it and helped develop the contest for real this year.

Marianne Snakers and Anne Gillet, developer of the project on the side of IR observed: "It is essentially during the Masters' programmes that our students receive detailed information on our international opportunities. It was therefore extremely interesting for us to be able to take part in a project whose participants would in fact also be our target as far as our communication means are concerned. This project has offered us the opportunity to get to know our students differently, to rediscover and to acknowledge their capabilities as much as the various proposals they made (better use of social networks, videos, posters etc.). This project will allow us to communicate more efficiently with them by using means that they opted for themselves."

Within the six groups of English, six teams of three to four students presented their campaigns in class. Each group chose their favourite campaign, which was then presented to the whole student cohort and a jury composed of Adrian Hopgood, Dean of HEC Liège, Marie Mawhin, Head of the Language Department, Marianne Snakers, Head of IR and Emma Desforges, of ILSV for English.



What do our students think about it?

According to the winning team, A View to the World (Gaëlle Pirotte, Anabelle Royen, & Laura Walhin): "This contest represents for us, students, a fantastic way to combine theory and practice. This type of project totally fulfils our expectations. We have learnt a lot of things at various levels. First of all, we had to make full use of our creativity in order to develop something concrete. Then, working as a team in English was certainly a very exciting and stimulating experience that is very useful to have for our future professional life. Finally, thanks to her guidance and great advice, our lecturer helped us optimise our presentation techniques and our way to communicate in front of a large audience. We would like to thank her for her involvement with all her students."

Congratulations everybody !

Anne DESIROTTE, Assistant Professor, English Language

Executive Degrees

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LE GROUPE POUR HEC LIÈGE ET SON RÉSEAU ALUMNI ONT LE PLAISIR DE VOUS CONVIER AU

Gala

3^{ème} édition

LE SAMEDI 19/11/2016
AU COUNTRY HALL DE LIÈGE



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