UNIVERSITY OF VILNIUS

*“Marketing semiotics at work”*, J.-P. Petitimbert, *2024*

PROVISIONAL SYLLABUS\*

The class is targeted at students who master the basics of Greimasian semiotics and do not need to be educated from scratch. The lectures will be delivered in English. The eight sessions will be devoted to presenting various “real life” case studies. Each session will deal with at least one case, or time permitting, possibly two.

**WARNING**

Part of the slides that will be projected are in French or Spanish and will be translated orally by myself.

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| **Sessions (1,5h)** | **Topic** | **Case studies****(either/or)** |
| Session 105.27 Monday 17:00 – 18:30J. Balkevičiaus aud. | The generative trajectory of meaning | Veg power (Fr)Dehydrated soups (Eng)Waterman (Eng) |
| Session 205.27 Monday 19:00 – 20:30J. Balkevičiaus aud.  | Synchronous and diachronic analysis of brand advertising | Grant’s whisky (Fr)K1664 (Eng) |
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| Session 305.28 Tuesday 15:30 – 17:00A9 aud. | Semi-symbolism (pack graphics) and/orPack design | Nestlé La Laitière (Fr)Dry dog food (Fr)Elvive bottle (Fr) |
| Session 405.28 Tuesday 17:30 – 19:00A9 aud. | Brand identity and/orBrand audit | L’Oréal Paris identity (Eng)Muji (Eng)OGX (Fr) |
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| Session 505.29 Wednesday 15:00 – 16:30A9 aud. | Brand positioning and/orRepositioning | Garnier micellar water (Eng)Garnier Bio (Eng)Kids’ shower gels (Fr)Men Expert (Fr) |
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| Session 605.30 Thursday 15:00 – 16:30J. Balkevičiaus aud. | International advertising | Uncle Ben’s Express rice (Fr) |
| Session 705.30 Thursday 17:00 – 18:30J. Balkevičiaus aud. | Corporate vs brand logos | L’Oréal Groupe vs L’Oréal Paris (Fr) |
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| Session 805.31 Thursday 15:00 – 16:30A9 aud. | Spatial semiotics and/orNew product development | Tourists’ expriences (Sp)Bond repair (Fr)Good night project (Fr) |

\*: susceptible to changes, according to the audience’s proficiency.