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 1  05.27 Monday 17:00 – 18:30  J. Balkevičiaus aud. | The generative trajectory of meaning | Veg power (Fr)  Dehydrated soups (Eng)  Waterman (Eng) |
| Session 2  05.27 Monday 19:00 – 20:30  J. Balkevičiaus aud. | Synchronous and diachronic analysis of brand advertising | Grant’s whisky (Fr)  K1664 (Eng) |
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| Session 3  05.28 Tuesday 15:30 – 17:00  A9 aud. | Semi-symbolism (pack graphics) and/or  Pack design | Nestlé La Laitière (Fr)  Dry dog food (Fr)  Elvive bottle (Fr) |
| Session 4  05.28 Tuesday 17:30 – 19:00  A9 aud. | Brand identity and/or  Brand audit | L’Oréal Paris identity (Eng)  Muji (Eng)  OGX (Fr) |
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| Session 5  05.29 Wednesday 15:00 – 16:30  A9 aud. | Brand positioning and/or  Repositioning | Garnier micellar water (Eng)  Garnier Bio (Eng)  Kids’ shower gels (Fr)  Men Expert (Fr) |
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| Session 6  05.30 Thursday 15:00 – 16:30  J. Balkevičiaus aud. | International advertising | Uncle Ben’s Express rice (Fr) |
| Session 7  05.30 Thursday 17:00 – 18:30  J. Balkevičiaus aud. | Corporate vs brand logos | L’Oréal Groupe vs L’Oréal Paris (Fr) |
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| Session 8  05.31 Friday  15:00 – 16:30  A9 aud. | Spatial semiotics and/or  New product development | Tourists’ expriences (Sp)  Bond repair (Fr)  Good night project (Fr) |

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