UNIVERSITY OF VILNIUS

*“Marketing semiotics at work”*

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PROVISIONAL SYLLABUS V3 : 20230512

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 six 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.

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| **Sessions (1,5h)** | **Topic** | **Case studies**  **(either/or)** |
| Session 1  05.22 Monday 17:00 – 18:30  A9 aud. | The generative trajectory of meaning | Veg power (Fr)  Waterman (Eng)  Dehydrated soups (Eng) |
| Session 2  05.22 Monday 19:00 – 20:30  K. Donelaičio aud. | Synchronous and diachronic analysis of brand advertising | Grant’s whisky (Fr)  K1664 (Eng) |
| Session 3  05.23 Tuesday 19:00 – 20:30  129 aud. | Semi-symbolism (pack graphics) | Nestlé La Laitière (Fr)  Dry dog food (Fr) |
| Session 4  05.25 Thursday 17:00 – 18:30  119 aud. | Visual and verbal identity | Corporate naming policy (Fr)  L’Oréal Paris identity (Eng) |
| Session 5  05.26 Friday 13:00 – 14:30  A9 aud. | Brand positioning | Garnier micellar water (Eng)  Garnier Bio (Eng)  Kids’ shower gels (Fr) |
| Session 6  05.26 Friday 15:00 – 16:30  A9 aud. | International campaigning | Uncle Ben’s Express rice (Fr) |

Teams meeting link: https://shorturl.at/dgyHK