UNIVERSITY OF VILNIUS

*“Marketing semiotics at work”*

J.-P. Petitimbert

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.

|  |  |  |
| --- | --- | --- |
| **Sessions (1,5h)** | **Topic** | **Case studies****(either/or)** |
| Session 105.22 Monday 17:00 – 18:30A9 aud. | The generative trajectory of meaning | Veg power (Fr)Waterman (Eng)Dehydrated soups (Eng) |
| Session 205.22 Monday 19:00 – 20:30K. Donelaičio aud. | Synchronous and diachronic analysis of brand advertising | Grant’s whisky (Fr)K1664 (Eng) |
| Session 305.23 Tuesday 19:00 – 20:30129 aud. | Semi-symbolism (pack graphics) | Nestlé La Laitière (Fr)Dry dog food (Fr) |
| Session 405.25 Thursday 17:00 – 18:30119 aud. | Visual and verbal identity | Corporate naming policy (Fr)L’Oréal Paris identity (Eng) |
| Session 505.26 Friday 13:00 – 14:30A9 aud. | Brand positioning | Garnier micellar water (Eng)Garnier Bio (Eng)Kids’ shower gels (Fr) |
| Session 605.26 Friday 15:00 – 16:30A9 aud. | International campaigning | Uncle Ben’s Express rice (Fr) |

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