



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>Integrated Marketing Communication</b>	

Lecturer(s)	Department(s) where the course unit (module) is delivered
<b>Coordinator:</b> Elze Rudiene, Assoc.Prof., Dr <b>Other(s):</b> Partn. Doc. Vytautas Oleškevičius	Business school, Saulėtekio av. 22, Vilnius

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Blended	Spring	English

Requirements for students	
<b>Prerequisites:</b> To be familiar with management principles, micro and macroeconomics principles.	<b>Additional requirements (if any):</b>

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed		
<p>Course content develops specific and general competences</p> <p>Specific: To provide students with knowledge and practical skills enabling successful understanding of the principles of integrated marketing communication activities to reveal the importance, interaction and possible application of the components of integrated marketing communication in different activities. Analyzing business situations finding solutions, justifying them.</p> <p>General: To provide students with the ability to find the necessary practical and theoretical information from a large number of primary and secondary sources of information. Presentation of solutions to the audience, development of argumentative discussion</p>		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will be able to understand the principles of integrated marketing communication and the latest trends as well as explain their applicability	Analysis of scientific literature, case study. .	Exam.
Will be able to analyze the complex of marketing communications and choose the most suitable for successful operation of the institution.	Reading the scientific literature, case study, decision making simulation.	Argumentation in decision making, evaluation of argumentation.

Will be able to create an integrated marketing communications plan. and tailored to the appropriate business activities.	Primary data, scientific literature, case analysis.	Individual and groups presentation. Analysis of the integrated marketing plan prepared by colleagues and anticipation of improvement directions. .
Will be able to analyze and evaluate integrated marketing communication campaigns.	Primary data, scientific literature, case analysis.	Evaluation of analysis and constructiveness, argumentation.
Will be able to communicate and present situational decisions based on various types of analysis research and personal marketing intuition developed during the course.	Scientific literature analysis, work in groups, problem-based learning.	Individual and group presentations, preparation and commenting of presentations, work during seminars.

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments	
	Lectures	Tutorials	Seminars	Exercises	Laboratory	Internship/wor	Contact	Self-study hours	Assignments
1. The concept of integrated marketing communications. Marketing communication process. Marketing communications complex.	2		2				4	10	Analysis of dedicated literature.
2. Developing an integrated marketing communications plan. Planning of integrated marketing communications	2		2				4	10	Analysis of dedicated literature. Material analysis and systematisation. The first group assignment. .
3. Advertising; its conception, goals, types. Advertising campaign and its planning and implementation and evaluation	2		2				4	14	Analysis of dedicated literature. Material analysis and systematisation.
4. Personal sale; its conception, tasks, process	2		2				4	10	Analysis of dedicated literature. Material analysis and systematisation.
5. Sales promotion; it's concept. Consumer-oriented sales promotion and its tools. Trade-oriented sales promotion and its means.	2		2				4	14	Analysis of dedicated literature. Material analysis and systematisation.
6. Public Relations. Concept and means.	2		2				4	14	Analysis of dedicated literature. Material analysis and systematisation
.7. Direct marketing. Conception and forms.	2		2				4	14	Analysis of dedicated literature. Material analysis and

									systematisation. The second group assignment
8. Communication crisis management.	2		2				4	12	Analysis of dedicated literature.
<b>Total</b>	<b>16</b>		<b>16</b>				<b>32</b>	<b>98</b>	

Assessment strategy	Weight, %	Deadline	Assessment criteria
First group task: Prepare an integrated marketing communications plan for the selected company.	50	According to the schedule in the first part of the course.	Evaluated: ability to evaluate plan, its importance; identify the most appropriate tools, channels and points; to justify the choices made.
Second group assignment: to analyze and evaluate the results of the plan (first group assignment). To highlight aspects for improvement.	20	According to the schedule in the second part of the course.	Evaluated: ability to analyze and interpret the key aspects of the plan, highlighting the right areas for improvement.
Colloquium	30	In the second part of the course	The test consists of 20 open and closed-ended questions, each scored one point. Evaluated as follows: 10: Excellent, exceptional knowledge and abilities. 9: Strong, good knowledge and skills. 8: Better than average knowledge and skills. 7: Medium knowledge and abilities, there are minor mistakes. 6: Knowledge and skills (skills) are lower than average, there are errors. 5: Knowledge and skills (skills) meet the minimum requirements. 4: The minimum requirements are not met, there are (essential) errors. 3: Minimum requirements are not met. 2: Minimum requirements are not met 3-4 true answers. 1: Minimum requirements are not met. 0: Minimum requirements are not met. No correct answers

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
<b>Compulsory literature</b>				
J. Craig Andrews , Terence A. Shimp.	2017	Advertising, Promotion, and other aspects of Integrated Marketing Communications	10th Edition	South-western College Pub; ISBN-13: 978-1337282659
Percy, L.	2018	Strategic Integrated Marketing Communication	3rd Edition	Routledge, 2 Park Square Milton Park, Abingdon, 711 Third Avenue, New York

Optional reading				
Kevin Lane Keller	2013	Strategic Brand Management	4th Edition	Pearson
Blakeman, R.	2018	Integrated Marketing Communication: Creative Strategy from Idea to Implementation	5th Edition	Rowman & Littlefield Publishers