COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
INTEGRATED MARKETING COMMUNICATIONS	

Academic staff	Core academic unit(s)
Coordinating: Laura Žygė **Other:**	Kaunas faculty Institute of Social Sciences and Applied Informatics

Study cycle	Type of the course unit
First ☒ Second ☐	Compulsory Course ☒ Optional Couse ☐ Course Unit (Module) of the General University Studies ☐ Course Unit (Module) of Individual Studies ☒ Interdisciplinary Studies Course Unit (Module) ☐

Mode of delivery	Semester or period when it is delivered	Language of instruction
Classroom, virtual	2	Lithuanian, English

Requisites	
Prerequisites:	**Co-requisites (if relevant):**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit		
The aim of this course unit is to provide students with up-to-date theoretical and practical knowledge of integrated marketing communications, to develop their ability to collect and analyse data and, on that basis, to initiate, plan and implement marketing communications campaigns, to research and evaluate their effectiveness, and to understand how integrated marketing communications are planned within an organisation.		
Learning outcomes of the course unit	**Teaching and learning methods**	**Assessment methods**
Will know current concepts, methods and tools of integrated marketing communications, as well as the laws and other legal acts regulating marketing communications in Lithuania, the European Union and worldwide.	Problem-based teaching; reading (studying) the literature; group work; seminars.	Mid-term exam, final exam, evaluation of the group project assignments.
Will be able to initiate, plan and implement marketing communications campaigns tailored to various products and services, and to analyse objects of integrated marketing communications	Problem-based teaching; reading (studying) the literature; group work; seminars.	Mid-term exam, final exam, evaluation of the group project assignments.

using quantitative and qualitative methods.		
Will be able to find, collect and analyse the data needed to solve integrated marketing communications problems, and to find and systematise the information on which marketing communications decisions are based.	Problem-based teaching; reading (studying) the literature; group work; seminars.	Mid-term exam, final exam, evaluation of the group project assignments.

Content	**Contact hours**							**Individual work: time and assignments**	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	**Contact hours, total**	**Individual work**	**Tasks for individual work**
1. **Introduction to Integrated Marketing Communications (IMC)**. The concept of integrated marketing communications. Types and possibilities of integration. The marketing communications process. The marketing communications mix.	2		2				**4**	**12**	Analysis of the literature. Group assignment: identifying the IMC mix of company X.
2. **IMC planning. The brand.** IMC planning**:** context analysis, segmentation, objectives, creative strategy, budget and building the communications mix. Brand positioning, identity and management through IMC tools.	2		2				**4**	**12**	Analysis of the literature. Group assignment: developing an integrated marketing communications plan for company X. Review of the company's brand identity.
3. **IMC: advertising**. **Creativity.** The concept and objectives of advertising. Creative strategy. Planning an advertising campaign. Advertising media and media selection. Creativity in marketing communications. Guerrilla marketing.	2		2				**4**	**13**	Analysis of the literature. Group assignment: developing an advertising campaign plan. Preparing advertising materials.
4. **IMC: digital marketing.** The concept of digital marketing and its importance today. Online and mobile marketing, social media, digital advertising, search engines, GEO and SEO optimisation. Planning and implementing paid digital advertising (Meta Ads, Google Ads, ChatGPT ads and others). The role of artificial intelligence in online marketing.	2		2				**4**	**13**	Analysis of the literature. Group assignment: preparing a digital advertising campaign. Writing an article that meets SEO requirements. Preparing a content calendar.
5. **IMC: public relations and unconventional marketing tools.** The concept, characteristics, strategy, tactics and tools of public relations. Event marketing, sports event marketing, sponsorship and charity marketing.	2		2				**4**	**13**	Analysis of the literature. Group assignment: developing a public relations plan. Preparing public relations materials.

									Planning unconventional marketing communications tools.
6. **IMC: direct marketing and personal selling. Relationship marketing.** Forms and tools of direct marketing. Forms and tools of electronic direct marketing. The concept and characteristics of personal selling. The personal selling process. Relationship marketing.	2		2				**4**	**13**	Analysis of the literature, Group assignment: developing a direct marketing plan. Preparing direct marketing materials. Planning the personal selling process.
7. **IMC: sales promotion and product presentation**. The concept and characteristics of sales promotion. Consumer-oriented sales promotion and its tools. Trade-oriented sales promotion and its tools. Product image, character, value, packaging, points of sale, customer service.	2		2				**4**	**12**	Analysis of the literature. Group assignment: developing a sales promotion plan. Preparing sales promotion materials.
8. **Legal regulation of marketing communications**. Laws regulating marketing communications in Lithuania, the European Union and other countries. Marketing communications and ethics. Marketing communications and children.	2		2				**4**	**10**	Presentation of the group project.
Total	**16**		**16**				**32**	**98**	
Note: Up to 4 contact hours may be replaced by guest lectures given by social partners or educational visits to social partner organisations.									

Assessment strategy	Weight %	Deadline	Assessment criteria
Project-based learning group paper	40%	Last week of the semester	Students present the group project at the last seminar of the semester. The following aspects of the group project are assessed: - Adequacy and originality of the integrated marketing communications solutions presented – 30% (the project provides a factual analysis of the problem examined; data have been collected and/or the authors have found a way to solve the problem; solutions and proposals are presented (30%). If the analysis is superficial and the conclusions and solutions are not specific and comprehensive – 15%. Deliberate distortion of factual material and plagiarism are not permitted – 0%) - Compliance with the requirements for academic written work – 10% (all required parts of the project are present, the structure and length are appropriate, and it is written in academic language (10%). If the requirements for academic written work are not met, the written group project is assessed at 0%). If the written project is not submitted, the assessment is 0%.
Mid-term exam	30%	Week 10 of the semester	The mid-term exam consists of 10 open-ended and 10 closed-ended questions with different weights. Closed-ended questions are worth 1% each; open-ended questions are weighted differently (depending on their difficulty). Assessment is as follows: 30%: all closed-ended questions are answered; the concepts in the open-ended questions are explained thoroughly and critically; the academic discussion on the topic studied is

			summarised; a well-grounded individual view of the phenomena discussed is presented. 25%: some closed-ended questions are not answered; the concepts are explained thoroughly and critically; the discussion on the topic studied is summarised; the individual view of the phenomena discussed contains some terminological inaccuracies and ambiguities. 20%: some closed-ended questions are not answered; the concepts are explained incompletely but are logically connected; the academic discussion on the topic studied is critically evaluated; the individual view is not always well argued; one of the questions is not answered or some are answered incompletely. 15%: some or all closed-ended questions are not answered; the concepts named do not show understanding of them; the individual view is not argued or not expressed at all; some authors' ideas are repeated descriptively. 10% - 0%: closed-ended questions are not answered; the ideas presented are not argued; terms are used incorrectly; no knowledge of the topic studied is demonstrated. The use of artificial intelligence tools during the mid-term exam is prohibited.
Final exam	30%	During exam session	The examination consists of 10 open-ended and 10 closed-ended questions with different weights. Closed-ended questions are worth 1% each; open-ended questions are weighted differently (depending on their difficulty). Assessment is as follows: 30%: all closed-ended questions are answered; the concepts in the open-ended questions are explained thoroughly and critically; the academic discussion on the topic studied is summarised; a well-grounded individual view of the phenomena discussed is presented. 25%: some closed-ended questions are not answered; the concepts are explained thoroughly and critically; the discussion on the topic studied is summarised; the individual view of the phenomena discussed contains some terminological inaccuracies and ambiguities. 20%: some closed-ended questions are not answered; the concepts are explained incompletely but are logically connected; the academic discussion on the topic studied is critically evaluated; the individual view is not always well argued; one of the questions is not answered or some are answered incompletely. 15%: some or all closed-ended questions are not answered; the concepts named do not show understanding of them; the individual view is not argued or not expressed at all; some authors' ideas are repeated descriptively. 10% - 0%: closed-ended questions are not answered; the ideas presented are not argued; terms are used incorrectly; no knowledge of the topic studied is demonstrated. The use of artificial intelligence tools during the examination is prohibited.

REGARDING THE EXTERNAL EXAMINATION OF THE COURSE UNIT

Mark ☒	**If permitted, please provide the conditions**

Not permitted	☐	**Permitted**	☒	Students taking the course unit as external students write a written assignment (40%), which they send to the lecturer by e-mail (or upload to the e-learning environment) no later than 5 working days before the examination. They also take the interim assessment (30%) and the examination (30%). The written assignment, the interim assessment and the examination are assessed using the same criteria as for students taking the course unit in the regular way.

REGARDING THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE (GenAI) TOOLS (SUCH AS "CHATGPT", ETC.) WHEN STUDYING THE COURSE UNIT

Mark ☒				**If permitted, please provide the conditions**
Not permitted	☐	**Permitted**	☒	GenAI may only be used if the lecturer specifies that a particular assignment may be completed using GenAI; otherwise, **it will not be graded**. If the use of GenAI tools is permitted for completing assignments, the citation requirements set forth in the Guidelines for the Use of Artificial Intelligence at Vilnius University must be strictly followed.

REGARDING ACADEMIC PROGRESS

A student who (1) **throughout the semester consistently** fails to demonstrate **progress in achieving the expected learning outcomes of a subject (module)** during the practical classes (seminars, exercises, laboratory work, etc.) and (2) fails to complete all interim assessment requirements and tasks within the time specified in the course description, is not allowed to participate in the examination session.

Author (-s)	**Publishing year**	**Title**	**Issue of a periodical or volume of a publication**	**Publishing house or web link**
Required reading				
PR Smith and Ze Zook	2024	Marketing Communications Integrating online and offline, customer engagement and digital technologies		Available in Moodle.
Jerome M. Juska	2022	Integrated marketing communication: advertising and promotion in a digital world		Available in Moodle.
Chris Fill and Sarah Turnbull	2023	Marketing Communications fame, influencers and agility		Available in Moodle
Angeline Close Scheinbaum, Thomas Clayton O'Guinn, Rich Semenic	2022	Advertising and Integrated Brand Promotion		Available in Moodle
Larry Percy	2023	Strategic Integrated Marketing Communication		Available in Moodle
Recommended reading				
Lynne Eagle, Stephan Dahl, Barbara Czarnecka and Jenny Lloyd	2015	Marketing Communications		Available in Moodle
Jay Conrad Levinson	2007	Guerrilla Marketing: Easy and Inexpensive		Available in Moodle

		Strategies for Making Big Profits from Your Small Business		

NOTE: *Including Open Educational Resources in the reading list is recommended*