



### COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>INTEGRATED MARKETING COMMUNICATIONS</b>	

Academic staff	Core academic unit(s)
<b>Coordinating: Dr. Dovilė Balevičienė</b> <b>Other:</b>	Kaunas faculty Institute of Social Sciences and Applied Informatics

Study cycle	Type of the course unit
First	Compulsory

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

Requisites	
<b>Prerequisites:</b>	<b>Co-requisites (if relevant):</b>

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	48	82

Purpose of the course unit		
Students will acquire theoretical and practical knowledge in the field of integrated marketing communications; they will be able to collect and analyze data, initiate, plan, and implement marketing communication campaigns; conduct research to evaluate the effectiveness of marketing communications; and understand integrated marketing communications planning activities within an organization.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will have knowledge of the latest integrated marketing communications concepts, methods, tools, laws, and other regulations governing marketing communications in Lithuania, the European Union, and worldwide.	Problem-based teaching, demonstration, active learning methods (group discussion), research methods (information search, case analysis, preparation of a group assignment).	Mid-term exam, final exam, evaluation of the group project assignments.
Will be able to initiate and plan marketing communication campaigns tailored to various products and services and implement them. They will be able to analyze integrated marketing communications targets using quantitative and qualitative methods.	Problem-based teaching, demonstration, active learning methods (group discussion), research methods (information search, case analysis, preparation of a group assignment).	Mid-term exam, final exam, evaluation of the group project assignments.
Will be able to locate, collect, and analyze data necessary for solving problems related to integrated marketing communications. They will also be able to find and organize	Problem-based teaching, demonstration, active learning methods (group discussion), research methods (information search, case analysis, preparation of a group assignment).	Mid-term exam, final exam, evaluation of the group project assignments.

information needed to support marketing communication decisions.		
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Content	Contact hours						Individual work: time and assignments		
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
<b>1. Introduction to integrated marketing communications (IMC).</b> Concept of IMC. Types and possibilities of integration. Marketing communications mix. Marketing communications process and planning types.	2						2		
<b>2. Developing an integrated marketing communications plan.</b> Situation (problem and context) analysis. Target audience identification (segmentation). Setting IMC objectives. Creative strategy – message and channel decisions. Budget preparation. Composition of the communications mix.	4		2				6	12	Group assignment: development of an integrated marketing communications plan. O’Guinn et al. 2018, pp. 178-243 ir Percy 2023, pp.233-275.
<b>3. Integrated marketing communications: advertising.</b> Concept and characteristics of advertising. Managing advertising campaigns: goal setting, target audience identification, budget planning methods, creating advertising messages, selecting media channels, measuring campaign effectiveness. Case study: “Vytautas.”	4		2				6	10	Group assignment: development of an advertising campaign plan and preparation of advertising materials. O’Guinn et al. 2018, pp. 274-299; 334-367 bei Smith ir Zook 2016, pp.355-374.
<b>4. Integrated marketing communications: public relations.</b> Concept and characteristics of public relations. Public relations strategy, tactics, and tools. Case study: “United Airlines.”	2		2				4	10	Group assignment: development of a public relations plan and preparation of public relations materials. O’Guinn et al. 2018, pp. 362-381 bei Smith ir Zook 2016, pp.377-405.
<b>5. Integrated marketing communications: sales promotion.</b> Concept and characteristics of sales promotion. Consumer-directed sales promotion and its tools. Trade-directed sales promotion and its tools.	2		2				4	10	Group assignment: development of a sales promotion plan and preparation of sales promotion materials. O’Guinn et al. 2018, pp. 304-325

									bei Smith ir Zook 2016, pp.427-456.
<b>6. Integrated marketing communications: direct marketing.</b> Concept and characteristics of direct marketing. Forms and tools of direct marketing. Forms and tools of electronic direct marketing.	2		2				4	10	Group assignment: development of a direct marketing plan and preparation of direct marketing materials. O'Guinn et al. 2018, pp. 343-361 bei Smith ir Zook 2016, pp.459-280.
<b>7. Integrated marketing communications: personal selling.</b> Concept and characteristics of personal selling. Personal selling processes and sales management.	2		2				4	10	Group assignment: planning of the personal selling process. O'Guinn et al. 2018, pp. 343-361.
<b>8. Integrated marketing communications: digital marketing.</b> Concept and characteristics of digital marketing. Interactivity, online and mobile marketing. Social media marketing and social network marketing characteristics. Content marketing.	4		2				6	10	Group assignment: development of a digital marketing plan and preparation of digital marketing materials; development of a social media marketing plan and preparation of related materials. Smith ir Zook 2016, pp.533-563.
<b>9. Integrated marketing communications: unconventional marketing communication tools.</b> Event marketing, sports event marketing, sponsorship or charity marketing, point-of-sale and souvenirs, packaging, trade shows, customer service, and others.	2		2				4	10	Group assignment: planning of unconventional marketing communication tools. O'Guinn et al. 2018, pp. 326-342 ir Percy 2023, pp.129-150.
<b>10. Relationship marketing.</b> Concept and characteristics of relationship marketing. Functions, barriers, and management models of consumer relationships.	2						2		
<b>11. Creativity and integrated marketing communications.</b> Creativity in marketing communications. Guerrilla marketing.	2						2		
<b>12. Brand and integrated marketing communications.</b> Concept and characteristics of a brand. Brand management using IMC tools. Brand identity, image, personality, and value. Strategies for brand strengthening and revitalization. Case study: "Virgin."	2						2		
<b>13. Legal regulations of marketing communications.</b> Laws governing marketing communications in Lithuania, the European Union, and	2						2		

other countries. Marketing communications and ethics. Marketing communications and children.									
<b>Total</b>	<b>3</b>		<b>16</b>				<b>48</b>	<b>82</b>	
	<b>2</b>								

Assessment strategy	Weight %	Deadline	Assessment criteria
Project-based learning group paper	40%	16 week	<p>During each seminar, students present a group assignment. In total, there are six assignments that will form the group written work.</p> <p>The following aspects of the group work are assessed:</p> <ul style="list-style-type: none"> <li>• <b>Adequacy and originality of the integrated marketing communications solutions – 30%:</b> The work should provide a factual analysis of the problem under study; collected data and/or solutions identified by authors; and proposed solutions and recommendations (30%). If the analysis is superficial or conclusions and solutions are not specific and well-developed – 15%. Deliberate distortion of factual material or plagiarism is strictly prohibited – 0%.</li> <li>• <b>Compliance with academic writing standards – 10%:</b> The work must include all required sections, have an appropriate structure and length, and be written in proper academic language (10%). Failure to meet these academic writing standards will result in a grade of 0%.</li> </ul> <p><b>Failure to submit the written assignment – 0%.</b></p> <p>Artificial intelligence tools may be used for group written assignments, provided their usage is disclosed and aligned with the "Guidelines for Using Artificial Intelligence at Vilnius University" (<a href="https://www.vu.lt/site_files/SPN-54_2024_priedas.pdf">https://www.vu.lt/site_files/SPN-54_2024_priedas.pdf</a>).</p>
Mid-term exam	30%	10 week	<p>The mid-term exam consists of 10 open-ended and 10 closed-ended questions, each with varying weight. Closed-ended questions are graded at 1%, while open-ended questions are weighted differently depending on their complexity. Grading is as follows:</p> <p><b>30%:</b> All closed-ended questions answered; concepts in open-ended questions are thoroughly and critically explained; the scientific discussion of the studied material is summarized; a well-reasoned individual perspective on the topics is provided.</p> <p><b>25%:</b> Some closed-ended questions are unanswered; concepts are thoroughly and critically explained; the discussion of the studied material is summarized; the individual perspective shows occasional terminology inaccuracies or ambiguities.</p> <p><b>20%:</b> Some closed-ended questions are unanswered; concepts are only partially explained and logically connected; the scientific discussion is critically evaluated; the individual perspective is not always well-argued; one question is unanswered or some are incompletely answered.</p> <p><b>15%:</b> Some or all closed-ended questions are unanswered; concepts presented do not demonstrate understanding; the individual perspective is unsubstantiated or absent; some authors' ideas are repeated descriptively.</p>

			<p><b>10–0%:</b> Closed-ended questions are unanswered; ideas are unsubstantiated; terms are used incorrectly; knowledge of the studied topic is not demonstrated. The use of artificial intelligence tools during the mid-term exam is prohibited.</p>
Final exam	30%	During exam session	<p>The final exam consists of 10 open-ended and 10 closed-ended questions, each with varying weight. Closed-ended questions are graded at 1%, while open-ended questions are weighted differently depending on their complexity. Grading is as follows:</p> <p><b>30%:</b> All closed-ended questions answered; concepts in open-ended questions are thoroughly and critically explained; the scientific discussion of the studied material is summarized; a well-reasoned individual perspective on the topics is provided.</p> <p><b>25%:</b> Some closed-ended questions are unanswered; concepts are thoroughly and critically explained; the discussion of the studied material is summarized; the individual perspective shows occasional terminology inaccuracies or ambiguities.</p> <p><b>20%:</b> Some closed-ended questions are unanswered; concepts are only partially explained and logically connected; the scientific discussion is critically evaluated; the individual perspective is not always well-argued; one question is unanswered or some are incompletely answered.</p> <p><b>15%:</b> Some or all closed-ended questions are unanswered; concepts presented do not demonstrate understanding; the individual perspective is unsubstantiated or absent; some authors' ideas are repeated descriptively.</p> <p><b>10–0%:</b> Closed-ended questions are unanswered; ideas are unsubstantiated; terms are used incorrectly; knowledge of the studied topic is not demonstrated. The use of artificial intelligence tools during the exam is prohibited.</p>
<p>A student who (1) does not consistently demonstrate progress in achieving the intended learning outcomes of the course during the semester in practical sessions, and (2) has not completed all interim assessment requirements and assignments within the deadlines specified in the course description, is not permitted to participate in the examination session.</p> <p>A student's knowledge and skills are evaluated during the exam session only if they have completed the required tasks and met the interim assessment criteria during the semester.</p> <p>Grades for all interim assessments and the final exam are given on a scale of 1 to 10. To pass the course:</p> <ul style="list-style-type: none"> <li>• All interim assessment scores must be at least 5.</li> <li>• The exam score must also be at least 5.</li> </ul> <p>Students may use AI for:</p> <ul style="list-style-type: none"> <li>• Searching for and gathering scientific literature;</li> <li>• Managing references and the bibliography for written work;</li> <li>• Visualizing data used in written work;</li> <li>• Correcting the language of the text.</li> </ul> <p>The use of AI is prohibited for:</p> <ul style="list-style-type: none"> <li>• Creating the original text of written work – i.e., direct writing. All work must be original and written by the student;</li> <li>• Creating literature analysis;</li> <li>• Generating or interpreting results without including the student's own analysis and evaluation.</li> </ul> <p>Disclosure of AI usage:</p> <ul style="list-style-type: none"> <li>• In the introduction of the thesis, when describing the methods used, students must clearly indicate which AI tools were used and how they were applied in writing their group project.</li> <li>• Parts of the work generated by AI (e.g., data visualizations) must be identified, specifying the AI tool used (see also the <i>Guidelines for the Use of Artificial Intelligence at Vilnius University</i>, approved by the University Senate on June 18, 2024, Resolution No. SPN-54).</li> </ul>			

Author (-s)	Publishing year	Title	Issue of a periodical or volume of a publication	Publishing house or web link
<b>Required reading</b>				
Percy, L.	2023	Strategic Integrated Marketing Communications		Abingdon, New York: Routledge
O'Guinn, T., Allen, C., Semenik, R.	2018	Advertising and Integrated Brand Promotion		Mason: Cengage Learning
Smith, P.R., Zook, Z.	2016	Marketing Communications – Offline and Online Integration, Engagement and Analytics		Kogan Page
<b>Recommended reading</b>				
Shimp, T., Andrews, J.C.	2023	Advertising Promotion and Other Aspects of Integrated Marketing Communications.		Mason: Cengage Learning
Quesenberry, K.A., Coolsen, M.K.	2023	Brand Storytelling: Integrated Marketing Communications for the Digital Media Landscape		Rowman & Littlefield Publishers
Percy, L.	2021	Strategic advertising management		Oxford, New York: Oxford University Press
Arens, W.F, Weigold M.F.	2016	Contemporary Advertising and Integrated Marketing Communications		McGraw-Hill Education
Strauss, J., Frost R.D.	2016	E-Marketing		London, New York: Routledge
Levinson, J.C.	2007	Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business		Boston, New York: Houghton Mifflin