



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Marketing Communication	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: teach. assist. Vaida Kaduškevičiūtė	Faculty of Economics and Business Administration
Other(s):	

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

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom, remote (MS Teams)	Autumn semester	English

Requirements for students	
Prerequisites: Marketing (basics)	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed
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- This study program seeks to develop these competences:
- ability to apply global market segmentation principles and ability to evaluate their suitability
 - ability to analyse, summarise and use theoretical information of marketing and integrated communications
 - ability analyse and systematise information and to think abstract
 - ability to use acquired knowledge in practice
 - knowledge of team-work principles
 - ability to individually generate ideas and provide creative as well as innovative problem solutions

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to combine knowledge gained in different subjects and apply them in solving global marketing problems	Lecturing, individual studying, individual tasks, group projects	Test (open and closed-ended questions), written tasks (team project and case study)
Students will understand intercultural differences and will be able to apply them while working with partners in brand equity creation		
Will know team-work principles and will be able to work in multicultural team		
Will be able to apply global market segmentation principles and justify their suitability		
Will be able to analyse and systemise factors influencing consumer behaviour		
Will be able to systemise marketing communication tools and combine them according to global marketing goals while applying creativity and innovativeness principles		
Will be able to combine different marketing activities, plan them and evaluate their suitability in global markets while solving marketing related issues		
Will be able to integrate different marketing and communication actions with corporate actions		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Introduction to integrated marketing communications <ul style="list-style-type: none"> • Communication types • Integrated approach • Standardisation vs adaptation • Integration levels • Barriers for integrated communications • Corporate communication 	3		2					5	5	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 1)
2. Environment of marketing communications <ul style="list-style-type: none"> • Communication models • Attitude, emotions and behavior • Elaboration likelihood model • Brand communication 	2		1					3	5	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 3)
3. Communication among different target groups <ul style="list-style-type: none"> • Segmenting • Targeting • Positioning • 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 4)
4. Communication objectives <ul style="list-style-type: none"> • Communication goals • Communication based on consumer integration level • Product life cycle 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 4)
5. Advertising <ul style="list-style-type: none"> • Advertising types • Creative approach • Creative brief • Guerrilla marketing • B2B advertising • Advertising practices Advertising as part of overall communications	3		1					4	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 5)
6. E-communication <ul style="list-style-type: none"> • Objectives • SEO, SEM • Online advertising • E-mail marketing • Viral marketing • Online games • Online communities • Social networks • Mobile marketing • Measuring effectiveness 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 6)
7. Communication on different media channels <ul style="list-style-type: none"> • Media planning 	2		1					3	5	Study of literature, team project creating new

<ul style="list-style-type: none"> Measuring effectiveness Communication specifics on different media channels Media context 										brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 7)
8. Brand activations <ul style="list-style-type: none"> Objectives Consumer vs trade promotions Brand experience 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 8)
9. Direct marketing <ul style="list-style-type: none"> Goals Database marketing Media channels and tools Relationship marketing 	2		1					3	5	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 9)
10. Public relations <ul style="list-style-type: none"> Target groups Instruments Budget Public relations during crisis 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 10)
11. Sponsorship <ul style="list-style-type: none"> Goals Principles Importance Target audiences Types Budget 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 11)
12. Exhibitions and trade fairs <ul style="list-style-type: none"> Role in marketing communication Goal Target audiences Planning Limitations Online trade fairs 	2		1					3	4	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 12)
13. Point-of-sales communication <ul style="list-style-type: none"> Types Objectives Dimensions Store experience Plannograms 	2		1					3	4	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 12)
14. Communication research <ul style="list-style-type: none"> Pre-tests Post-tests Campaign evaluation research 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 13)
15. Communication ethics <ul style="list-style-type: none"> Ethics in communication Unethical practices Unethical instruments Regulation Social responsibility 	2		1					3	6	Study of literature, team project creating new brand's communication plan in 4-5 person groups (de Pelsmacker (2021) chapter 14)
Total	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Midterm test	30 %	Middle of semester	<p>Midterm test consists of closed and open-ended questions</p> <ul style="list-style-type: none"> • In closed questions students must choose one correct or all correct (when there is more than one possible answer) answers. • Open-ended questions must be answered briefly, straight to the point, answering exactly what was asked. <p>Test consists of 30 questions from topics 1-8. Each question is of different value. When answering question students gets all, part or do not get any points depending on the answer. There is no passing score for the midterm test – final grade depends on the sum of all assessments.</p>
Final test	30 %	End of semester	<p>Final test consists of closed and open-ended questions</p> <ul style="list-style-type: none"> • In closed questions students must choose one correct or all correct (when there is more than one possible answer) answers. • Open-ended questions must be answered briefly, straight to the point, answering exactly what was asked. <p>Test consists of 30 questions from topics 9-15. Each question is of different value. When answering question students gets all, part or do not get any points depending on the answer. There is no passing score for the midterm test – final grade depends on the sum of all assessments.</p>
Case study	20 %	During last lecture	<p>Case study and in-class presentation</p> <p>At the end of semester seminar, students present a case study which was prepared in the group consisting of 4-5 persons. Each group member input is evaluated equally. If any members of the team did not contribute to preparing case study, other team members must inform subject lecturer before starting presentation. Lecturer must get written case study by email and to present it in-class. Thesis on the case study should be 7-10 pages.</p> <p>The following aspects of group work are to be evaluated:</p> <ul style="list-style-type: none"> - The suitability and originality of proposed solutions - 15% (Work includes factual analysis of the analysed problem; collected data and/or discovered solutions provided by the authors; solutions and proposals are provided (15%) If the analysis is performed superficially and conclusions, solutions are not specific or detailed enough – 10%. Unallowable, conscious distortion of factual material, plagiarism – 0%). - Requirements for academic written works are met, all required work sections are present, work possesses appropriate structure and content, work is written in academic language – 5% (If requirements are not met – 0%). <p>If work is not provided – 0%.</p>
Seminar tasks	20 %	During semester	<p>In-class presentation</p> <p>During each seminar, students present action plan proposed for their newly created brand. Students must work in groups of 4-5 members. Each group member input is evaluated equally. If any member of the team is absent during the seminar, he or she gets 0 points for particular task. Final point for seminar tasks is average of all separate seminar tasks.</p> <p>The following aspects of group work are to be evaluated:</p> <ul style="list-style-type: none"> - The suitability and originality of proposed solutions – 15% (Work includes factual analysis of the analysed problem; collected data and/or discovered solutions provided by the authors; solutions and proposals are provided (15%) If the

			<p>analysis is performed superficially and conclusions, solutions are not specific or detailed enough – 10%. Unallowable, conscious distortion of factual material, plagiarism – 0%).</p> <p>- Requirements for academic written works are met, all required work sections are present, work possesses appropriate structure and content, work is written in academic language – 5% (If requirements are not met – 0%).</p> <p>If work is not provided – 0%.</p>
Extern exam assessment strategy	Weight, %	Deadline	Assessment criteria
No applicable	-	-	-

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
De Pelsmacker, P., Geuens, M., Den Bergh, J. (2021)	2021	Marketing Communications: A European Perspective (7th edition)		Pearson
Smith, P.R., Zook, Z.	2019	Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies		Kohan Page Limited
Optional reading				
Eagle, L, Czarnecka, B, Dahl, S, Lloyd, J. (2020).	2004	Marketing Communications (2nd edition)		Routledge
Rossiter, J.R., Percy, L., Bergkvist, L. (2018)	2018	Marketing Communications. Objectives, Strategy, Tactics.		Sage Publishing
Adeola, O., Hinson, R.E., Sakkthivel, A.M. (2022)	2022	Marketing Communications and Brand Development in Emerging Markets Volume I		Palgrave Macmillian
Adeola, O., Hinson, R.E., Sakkthivel, A.M. (2022)	2022	Marketing Communications and Brand Development in Emerging Markets Volume II		Palgrave Macmillian