

COURSE DESCRIPTION CARD

NOTE: If the course includes lectures and classes, the Course Description Card applies to both types of instruction.

1. Course title:
Integrated marketing communication

2. Course code:
Number of ECTS credits: 4
Course completion mode: E
Course commenced / Year 2019/2020

3. Major: International Business

4. Department of major coordinator: Department of Consumption Research

5. Name of course instructor:
Classes Jolanta Zrałek, Ph.D.
Examiner Jolanta Zrałek, Ph.D.

6. Department of course instructor: Department of Consumption Research

7. Number of contact hours with students:

Type of instruction	Full-time study	Part-time study
lectures	-	-
classes	42	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	-	-
other	-	-
Total hours	42	-
examination (hours)	3	-

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2

Course commencement / Semester 3

9. Level of tertiary education: Master

10. Course status
Elective X

11. Course prerequisites

Compulsory: -

Recommended: Global marketing

12. Course objectives:

The course is aimed at familiarizing students with the concept of integrated marketing communication as well as providing them examples how to implement the concept in market practice. It results in achieving practical knowledge that let students independently elaborate the program of such communication.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Project elaborating	Creating IMC program for chosen entity	12	-
2.	Active classes with case study utilizing	Teamwork relying on case study solving (in written) and oral presentations of the results	10	-
3.	Presentation	Preparing multimedia presentations on the topic of new trends in marketing communication	8	-
4.	Classes with multimedia techniques usage	Analyzing and assessing multimedia presentations' content (concerning topics included in the course schedule), elaborating mind maps	7	-
5.	Active classes with brainstorm usage	Discussing chosen topics on IMC and its implementation to the practice	5	-
Total			AS: 42	AN: 0

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Project elaboration	Teamwork on the report containing the description of IMC program for chosen entity	20	-
2.	Preparing presentation	Elaborating presentations (teamwork)	12	-
3.	Analyzing notes and outlines made during the classes	Studying notes and mind maps made during the presentations and discussions	10	-
4.	Teamwork on case study	Elaborating case studies solutions	8	-
5.	Taking part in discussion panels	Studying literature and additional materials requested by the teacher as a preparation to discussions during the classes	8	-
Total			BS: 58	BN: 0

Total AS+BS = 100

Total AN+BN = 0

Examination (E) = 3

Examination (E) = 0

Total AS+BS+E= 103

Total AN+BN+E = 0

14. Key words: integrated marketing communication, corporate image, creating media message

15. Course content:

1. The essence and process of marketing communication
2. Defining integrated marketing Communications (IMC) and depicting the barriers of its implementation
3. IMC goals and receivers
4. Creating and processing messages in marketing communication
5. IMC in building brand image
6. IMC tools
7. Media planning in the process of marketing communication
8. Creating IMC program
9. New trends in marketing communication

16. Course learning outcomes as related to the learning outcomes of the major and methods for assessing student attainment

Intended learning outcomes of the major / Symbols	Intended learning outcomes of the course	Methods for assessing student learning outcomes	Documentation
<u>Knowledge</u>			
IB2_K01#	1. Student knows and understands to the deep extend the concept of integrated marketing communication	1. Written exam 2. Case study 3. Discussion 4. Presentation	1. Exam worksheets 2. Written case study solutions 3. Notes from the discussion 4. A file with multimedia presentation
<u>Skills</u>			
IB2_S02# IB2_S07#	1. Student is able to implement gathered theoretical knowledge to elaborate integrated marketing communication program 2. Student can apply the advanced knowledge on integrated marketing Communications and prepare oral statements regarding this theme	A project of IMC program 1. Discussion 2. Presentation 3. Case study	Written report on elaborated project including the assumptions and recommended solutions 1. Notes from the discussion 2. A file with multimedia presentation 3. Written case study solutions
<u>Social competences</u>			
IB2_C01# IB2_C05#	1. Student is ready to develop achieved knowledge on integrated marketing Communications and related abilities achieved earlier 2. Student is ready to interact and play different team roles	1. Presentation 2. Discussion 3. The project of IMC program 4. Case study	1. A file with multimedia presentation 2. Notes from the discussion 3. Written report on elaborated project including the assumptions and recommended solutions 4. Written case study solutions

17. Method for determining the final course grade:

No.	Methods for awarding credits and course completion requirements	Description	Percentage of the final course grade*
1.	Project	Preparing written report including IMC program for chosen entity	40
2.	Teamwork on case studies	Case study solving (in written) and oral presentations of the results	25
3.	Presentation	Preparing multimedia presentations on the topic of new trends in marketing communication	15
4.	Activeness during the classes	Participation in discussions and engagement into preparing IMC program for chosen entities	10
5.	Written exam with	Preparing written answers for the exam questions, no possibility of textbooks usage	10

* If students are required to obtain both a class grade and an exam grade, the class grade constitutes at least 30% of the final course grade.

18. Reading list

Mandatory readings:

- M. Dahlen, F. Lange. T. Smith: Marketing Communications. A Brand Narrative Approach. Wyd. Wiley, 2010.
- L. Percy: Strategic Integrated Marketing Communication. Theory and practice . Wyd. Elsevier, 2008.
- J. Egan: Marketing Communications. Wyd. Sage, 2015.
- P. De Pelsmacker, M. Geuens, J. van den Bergh: Marketing Communications: A European Perspective . Wyd. Pearson, 2017.

Suggested readings:

- K. E. Clow, D. Baack: Integrated Advertising, Promotion, and Marketing Communications. Wyd. Pearson, 2010.
- T. A. Shimp: Integrated Marketing Communications in Advertising and Promotion. Wyd. Thomson, 2007.
- L. Eagle, S. Dahl, B. Czarnecka, J. Lloyd: Marketing Communications. Wyd. Routledge, 2015.
- M. Löblich, S. Pfaff-Rüdiger: Communication and Media Policy in the Era of the Internet: Theories and Processes. Wyd. Nomos, 2013.

19. Language of instruction: English

20. Course instructors' recommendations: