COURSE DESCRIPTION CARD

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

1. Course title: in Polish / in English Międzynarodowa komunikacja marketingowa/International Marketing Communication	**2.** Course code: SMM02 Number of ECTS credits: 3 Course completion mode: A Course commenced / Year 2019/2020

3. Major:

4. Department of major coordinator:

5. Name of course instructor: Lecture Jolanta Zrałek, PhD Classes… Lab classes …
Examiner …

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	15	-
classes	-	-
foreign language classes	-	-
lab classes	-	-
seminars	-	-
e-learning	-	-
other	-	-
Total hours	15	0
examination (hours)	-	-

8. Course timeframe - no. of semesters: 1

Course commencement / Year 2017/2018

Course commencement / Semester 2

9. Level of tertiary education: Master	**10.** Course status ☐ Compulsory for the major… ☐ Compulsory for the specialization … X Elective …

11. Course prerequisites
Compulsory: Marketing
Recommended: International Marketing

12. Course objectives:

- Cognition by students the issues of marketing communication in an international environment;
- Explanation students the specifics of tools of international marketing communication, as well as the conditions and restrictions of their use;
- Allowing students to acquire skills to conduct a critical analysis of an international promotional campaign.

13. Teaching and learning methods:

A. Direct student-instructor contact:

No.	Teaching methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Active lecture with utilizing multimedia techniques	Multimedia presentation of the basic issues discussed during the lectures	9	-
2.	Teamwork	Elaborating and displaying as a presentation the project which consists of a critical analysis of international promotion campaign	4	-
3.	Active exercises with case studies usage	Discussing and solving practical problems related to marketing communication in international environment	2	-
Total			AS: 15	AN: -

B. Self-study:

No.	Learning methods	Description	Number of hours	
			Full-time study	Part-time study
1.	Cause-effect studying with literature usage	Literature reading, analyzing available internet resources regarding international marketing communication	40	-
2.	Project preparation	Searching for and elaborating information underlying the project on chosen international promotional campaign	12	-
3.	Case study solving	Teamwork relying on problem solving and analyzing case studies related to international marketing communication	8	-
Total			BS: 60	BN: -

Total AS+BS = 75
Examination (E) = 0
Total AS+BS+E= 75

Total AN+BN = 0
Examination (E) = 0
Total AN+BN+E = 0

14. Key words: marketing communication, international communication, global brand

15. Course content:

1. The essence of communication in international dimension
2. Marketing communication in an international environment - theoretical foundations, functions and tools, the concept of integrated marketing communication
3. Personal selling as an example of personal verbal and non-verbal communication
4. Global vs local advertising
5. International public relations and the theories of mass media influence
6. Branding in international marketing communication
7. Marketing communication in the era of electronic media development

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
	Knowledge		
ZRZ2_W01#	1. Student knows the concept of international marketing communication and the tools used in this communication	1. case studies 2. presentation of team projects	1. task form 2. note from the presentation 3. electronic version of presentation
	Skills		
ZRZ2_U01#	1. Student is able to carry out a critical analysis of an international promotional campaign	1. presentation of team projects	1. note from the presentation 2. electronic version of presentation
ZRZ2_U02#	2. Student can prepare oral statements and recommend specific solutions in the field of marketing communication tools selection in an international environment	1. case studies 2. presentation of team projects	1. task form 2. note from the presentation 3. electronic version of presentation
	Social competences		
ZRZ2_K02#	1. Student is prepared to actively take on different roles in groups and teams	1. presentation of team projects	1. note from the presentation 2. electronic version of presentation
ZRZ2_K06#	2. Student is able to initiate creative thinking processes among team members	1. case studies	1. task form

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.	Presentation	The multimedia presentation of teamwork project	60
2.	Case study analysis	Solving problems concerning marketing communication in international environment	40

* 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:

- Monye S. O.: The Handbook of International Marketing Communications. Blackwell Publishers Ltd., 2000.
- Egan J.: Marketing Communications. Wyd. Sage, 2015.
- De Pelsmacker P., Geuens M., van den Bergh J.: Marketing Communications: A European Perspective. Pearson, 2017.
- Gambetti R., Quigley S.: Managing Corporate Communication. A Cross-Cultural Approach. Palgrave, 2012.

Suggested readings:

- Löblich M., Pfaff-Rüdiger S.: Communication and Media Policy in the Era of the Internet: Theories and Processes. Wyd. Nomos, 2013.
- Eagle L., Dahl S., Czarnecka B., Lloyd J.: Marketing Communications. Wyd. Routledge, 2015.
- Wiktor J.W., Oczkowska R., Żbikowska A., Marketing międzynarodowy. Zarys problematyki. PWE, Warszawa 2008.
- Taranko T.: Komunikacja marketingowa. Istota, uwarunkowania, efekty. Wyd. Wolters Kluwer, Warszawa, 2015.
- Gregor B., Kaczorowska-Spychalska D.: Blogi w procesie komunikacji marketingowej. Wyd. Wydawnictwo Uniwersytetu Łódzkiego, Łódź, 2016.

19. Language of instruction: English

20. Course instructors' recommendations: multimedia classroom