



## INTEGRATED MARKETING COMMUNICATIONS Syllabus

### Basic information

<b>Field of study</b> International Business		<b>Didactic cycle</b> 2025/26	
<b>Speciality</b> -		<b>Subject code</b> EKOIBNS.M4.0439.25	
<b>Organizational unit</b> School of Undergraduate and Graduate Studies		<b>Lecture languages</b> English	
<b>Study level</b> graduate studies		<b>Mandatory</b> Obligatory in module	
<b>Study form</b> full-time		<b>Block</b> Specialisation courses	
<b>Education profile</b> general academic		<b>Department responsible for the subject</b> Department of Consumption Research	
		<b>Subject related to scientific research</b> No	
		<b>Subject shaping practical skills</b> No	
<b>Coordinator</b>	Marta Grybś-Kabocik		
<b>Teacher</b>	Marta Grybś-Kabocik		
<b>Period</b> Semester 3	<b>Form of teaching, number of hours and method of examination</b> • classes: 28, Exam	<b>Number of ECTS points</b> 4	
<b>Sustainable Development Goals</b>	ethics/ ethical; sustainable growth; CSR / Corporate Social Responsibility; ESG / (Environmental, Social, Governance); society; openness; social impact / social influence; greenwashing; business ethics		

## Goals

Code	Goal
C1	familiarizing students with the concept of integrated marketing communication,
C2	providing students with examples of how to implement this concept in practice.
C3	achieving practical knowledge that let students independently elaborate the program of such communication (IMC campaign)

## Recommended requirements

Marketing

## Subject's learning outcomes

Code	Outcomes in terms of	Major learning outcomes for the subject	Examination methods
<b>Knowledge:</b>			
W1	Knows and understands national and international IMC processes	IBN.M_W02	Final test (written) - test, End-of-course assessment - group project, Participation - involvement in team activities
<b>Skills:</b>			
U1	Can use in-depth knowledge to solve IMC problems on national and international level	IBN.M_U01, IBN.M_U02	Final test (written) - test
U2	Is able to design advanced IMC strategy for international market	IBN.M_U02	Final test (written) - test
U3	Can identify correct target market and communicate with diverse audiences	IBN.M_U02	Final test (written) - test
<b>Social competences:</b>			
K1	Is able and ready to look for information and support in solving advanced IMC problem, especially interdisciplinary ones	IBN.M_K02, IBN.M_K03	End-of-course assessment - group project, Participation - involvement in team activities
K2	Is able to work for social purposes	IBN.M_K02	End-of-course assessment - group project, Participation - involvement in team activities

## Study content

No.	Course content	Subject's learning outcomes	Activities
1.	1. Integrated marketing communication - basic concepts, literature review 2. Integrated brand communication ( Brand Communication Strategy, Objectives of Communication, Message Design) 3. Intercultural marketing communication 4. New trends in marketing communication 5. Marketing communication effectiveness research methods	W1, U1, U2, U3, K1, K2	classes

### Additional information

Activities	Methods of conducting classes
classes	Lecture using activating techniques, Working on a project, Working on an essay, Discussion, Methods of creative thinking, Workshop, Debate, Presentation/speech, Case study

Activities	Examination method	Percentage
classes	Final test (written) - test	50%
classes	End-of-course assessment - group project	25%
classes	Participation - involvement in team activities	25%

Activities	Credit conditions
classes	1. Project elaboration Creating IMC program for chosen entity 2 Active classes with case study solving: Teamwork relying on case study solving (in written) and oral presentations of the results 3 Presentation Preparing multimedia presentations on the topic of new trends in marketing communication 4 Classes with multimedia techniques usage Analyzing and assessing multimedia presentations content (concerning topics included in the course schedule), elaborating mind maps 5 Active classes with brainstorm usage Discussing chosen topics on IMC and its implementation to the practice 1 Exam 50% 2 Case studies solving 25% 3 Project for Carmen Santos 25%

### Literature

#### Obligatory

1. P. De Pelsmacker, M. Geuens, J. van den Bergh (2017) Marketing Communications: A European Perspective, Pearson,
2. Ganassali, J. (2023). Understanding Brand Management. Wydawnictwo Placet.
3. J. Egan (2015) Marketing Communications, Sage,

#### Optional

1. L. Eagle, S. Dahl, B. Czarnecka, J. Lloyd (2015) Marketing Communications, Routledge,
2. Ganassali, S., & Matysiewicz, J. (2021). Echoing the golden legends: Storytelling archetypes and their impact on brand perceived value. Journal of Marketing Management, 37(5-6), 437-463.
3. Veresiu, E., & Giesler, M. (2018). Beyond acculturation: Multiculturalism and the institutional shaping of an ethnic consumer subject. Journal of Consumer Research, 45(3), 553-570.

## Calculation of ECTS points

<b>Activity form</b>	<b>Activity hours*</b>
classes	28
Solving tasks and case studies	44
Preparation of the end-of-course assessment - group project	25
Preparation of the end-of-course assessment - case study solved in a group	10
Analysis of class notes	7
Examination	4
Consultations	2
<b>Student workload</b>	<b>Hours</b> 120
<b>Number of ECTS points</b>	<b>ECTS</b> 4

\* hour means 45 minutes

## Major learning outcomes for the subject

Code	Content
IBN.M_K02	Is ready to recognize the importance of acquired knowledge in international management and related academic disciplines in solving cognitive and practical problems. Knows when and how to consult experts in the event of difficulties in solving the problem on its own.
IBN.M_K03	Is ready to initiate, cooperate and engage in the preparation and implementation of social projects. Can work for the benefit of the social environment and public interest
IBN.M_U01	Can use the knowledge to creatively and innovatively solve complex problems in national and international socio-economic processes.
IBN.M_U02	Can apply the acquired knowledge in international management and related academic disciplines to analyse and evaluate the situation of entities operating on domestic and international markets. Can create advanced business strategies, formulate strategic recommendations and management implications, communicate them in the form of oral and written statements as well as during debates and discussions.
IBN.M_W02	Has an in-depth knowledge and understanding of the national and international social and economic processes and fundamental dilemmas of modern civilization and their consequences for international business, including the importance of corporate social responsibility, can independently analyse the data and draw conclusions.