



Integrated marketing communication

Syllabus

Marketing Department

Summer Term 2020/2021

LECTURES

Professor Ana Tkalac Verčić, Ph.D.

Room: B-304

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Office hours: Monday, 14.30-16.00

SEMINARS

Associate Professor Ružica Brečić, Ph.D.

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COURSE INFORMATION

LIVE COURSE_ Room no. 5

Lectures: Tuesday, 14.00-16.00

Seminars: Tuesday, 16.00-18.00

Google classroom code: [fluicsh](#)

Link to Meet: <https://meet.google.com/giv-xvrj-vxu>

COURSE AIMS

The aim of this course is to introduce students to the fast-changing field of marketing communications (through lectures, interactive discussion and practical tasks). After this course, students should be able to understand the role of advertising and promotion in today's business world, to recognize how one can use all the available promotional tools to communicate with its customers. The course offers an overview of theoretical knowledge and methodological approaches to all elements of the marketing communication mix. A strong emphasis will be placed on digital and social media by integrating discussion of these topics throughout the term. At the end of the term students should be able to think critically and develop the practice of integrated marketing communication.

LITERATURE

- Belch, G. E. & Belch, M. A. (2021) Advertising and Promotion: An Integrated Marketing Communications Perspective, 12e. McGrawHill Education (Chapters 1, 5, 4, 11&12, 17, 15, 18, 22)
- Kesić, T.: Integrirana marketinška komunikacija, Opinio, Zagreb, 2003. (Chapters: 2, 3, 6, 10,18, 19, 25)

STUDENT REQUIREMENTS

The course will be held online through a series of lectures and seminars. Students can take the exam in one of the two following ways:

- 1) Taking the preliminary exam by attending classes, participating in the preparation of assignments and participating in seminar classes. For students who choose to take the preliminary exam option, the obligations are as follows:
 - a. Attending at least 7 of 9 lecture sessions and 7 of 9 seminar sessions
 - b. Participating in at least 5 of 7 assignments in seminar classes
 - c. Passing the preliminary written exam (minimum score 60%)
- 2) Taking the exam during the exam terms is possible for all students who have enrolled in the course and exercised the right to signature.

** RIGHT TO PROFESSOR'S SIGNATURE:

The requirement for obtaining the professor's signature is to attend a minimum of 7 lectures and 7 seminar classes. Students who do not meet the above requirement will not receive the signature and cannot take the exam on a regular basis and must re-enrol the course the following academic year.

GRADING SYSTEM

| SCORE (POINTS) | FINAL GRADE |
|----------------|----------------|
| 90 - 100 | excellent (5) |
| 80 - 89 | very good (4) |
| 70 - 79 | good (3) |
| 60 - 69 | sufficient (2) |
| Less than 60 | fail (1) |

ELEMENTS OF GRADE

| CLASS PARTICIPATION | MAXIMUM |
|---|---------|
| PRELIMINARY WRITTEN EXAM (50% of total grade) | |

| | |
|--|------------|
| The passing grade in the preliminary written exam is achieved with 60% of correct answers, or 30 points. | |
| MAXIMUM | 56 |
| INDIVIDUAL ASSIGNMENTS (50% of total grade) | |
| Each week individual student's assignment will be graded (8 weeks*4 points) | 32 |
| ORAL PRESENTATION during seminar class | 12 |
| MAXIMUM | 44 |
| TOTAL | 100 |

COURSE DATES

| DATES | CONTENT |
|--------|---|
| 01 MAR | Introduction Basic information about the course |
| 08 MAR | An Introduction to Integrated Marketing Communication Overview of Advertising and Promotion and its role in modern marketing; The concept of IMC and the factors that have led to its growth; Promotional mix elements and IMC planning (chapter 1). |
| | <i>Seminar classes 1</i> |
| 15 MAR | The communication process Various communication theories and models of how consumers respond to advertising messages and other forms of marketing communications; word-of-mouth communication and its role in the viral marketing process (chapter 5) |
| | <i>Seminar classes 2</i> |
| 22 MAR | Perspectives on consumer behaviour Stages of the consumer decision- making process and both psychological and external factors that influence consumer behaviour; how advertisers can use an understanding of buyer behaviour to develop effective advertising and other forms of promotion (chapter 4) |
| | <i>Seminar classes 3</i> |
| 29 MAR | Advertising Advantages and disadvantages of TV, radio and print as media vehicles as well as issues regarding the purchase of radio and TV time audience measurement. The same issues will be discussed for the print media (magazines and newspapers) (chapter 11&12) |
| | <i>Seminar classes 4</i> |
| 05 APR | Public Relations, Publicity and Corporate Advertising The role of publicity and public relations in IMC as well as corporate advertising sponsorships and cause-related marketing (chapter 17). |
| | <i>Seminar classes 5</i> |
| 12 APR | The Internet – Digital and Social Media How do marketers use the Internet and digital and social media? Increasing use of display ads, blogs, mobile, paid search and social media will be |

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|----------------|--|
| | discussed. How the Internet is used to implement various IMC activities as well as mobile marketing (chapter 15). |
| | Seminar classes 6 |
| 19 APR | Measuring the effectiveness of the promotional program Ways to measure the effectiveness of various elements of integrated marketing communication program, including methods for pre-testing and post-testing advertising messages and campaigns, in both traditional and new media (chapter 18). |
| | <i>Seminar classes 7</i> |
| 26 APR | Evaluating the social, ethical and economic aspects of advertising and promotion Various ethical and social perspectives on advertising and promotion will be discussed; Evaluation of social criticism of advertising, discussion of the effects of advertising on consumer choice, competition and prices (chapter 22) |
| | <i>Seminar classes 8</i> |
| 03 JUNE | Preliminary written exam |



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