

Tárgytematika / Course Description

Planning and Resources of Integrated Marketing Communication

KGNM_MMTA086

Tárgyfelelős neve /

Teacher's name: dr. Keller Veronika

Félév / Semester: 2017/18/2

Beszámolási forma /

Assesment: Vizsga

Tárgy heti óraszám /

Teaching hours(week): 2/2/0

Tárgy féléves óraszám /

Teaching hours(sem.): 0/0/0

OKTATÁS CÉLJA / AIM OF THE COURSE

In the 21st century integrated marketing communication (IMC) is a very important approach to achieve the objectives of a marketing campaign, through a well-coordinated use of different promotional methods that are intended to reinforce each other. During the semester students learn how to make a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines such as advertising, public relations, personal selling, and sales promotion and combines them to provide clarity, consistency, and maximum communication impact.

TANTÁRGY TARTALMA / DESCRIPTION

1.hét	The integrated marketing communication concept
2.hét	Models interpreting the effects of marketing communication
3.hét	Objectives and budgetary
4.hét	Advertising
5.hét	Media planning
6.hét	PR Public Relations
7.hét	Sponsorship
8.hét	Sales promotion
9.hét	Direct Marketing
10.hét	Point of Purchase Communication. Point of Sales
11.hét	Fairs and exhibition
12.hét	Personal selling
13.hét	E-communication I.
14.hét	E-communication II.

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

- Presence on seminars (2 missings are acceptable)
- Work on seminars: 10%
- Essay (planning an IMC campaign) 30 % (minimum 15%);
- Presentation of the essay 10 %;
- Exam (written) 50 % (minimum 25%)

Final evaluation:

- 0 - 50 % insufficient,
 - 51 - 66 % sufficient,
 - 67 - 80 % average,
 - 81 - 90 % well done,
 - 91 - 100 % excellent
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KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

- Pelsmacker, P. - Geuens, M. - Van den Bergh (2010): Marketing Communications: A European Perspective, Pearson;
- Keller, V. - Happ, É. (2016): Planning and Resources of Integrated marketing communication: Lecture notes, Győr: Szerzői kiadás
- Ang, L. (2014) Principles of Integrated Marketing Communications, Cambridge University Press