

## Tárgytematika / Course Description

### Planning and Resources of Integrated Marketing Communication

**KGNM\_MMTA086**

**Tárgyfelelős neve /**

**Teacher's name:** dr. Keller Veronika

**Félév / Semester:** 2019/20/2

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/2/0

**Tárgy féléves óraszám /**

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

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### 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.

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### TANTÁRGY TARTALMA / DESCRIPTION

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

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### SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

- Presence on seminars (2 missings are acceptable)
- Work on seminars: 20%
- Essay (planning an IMC campaign) 25 % (minimum 13%);
- Presentation of the essay 5%;
- 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 (2018): 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