

Tárgytematika / Course Description

Planning and Resources of Integrated Marketing Communication

KGNM_MMTA086

Tárgyfelelős neve /

Teacher's name: dr. Keller Veronika

Félév / Semester: 2022/23/2

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.

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SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESSMENT'S METHOD

The project exercise is necessary to solve (condition of the signature):

- Work on seminars: 50%;
- Project exercise (planning an integrated campaign): 30%;
- Test: 20%

Signature 2 missing over the semester is allowed.

Final evaluation:

- 0 - 50 % insufficient,
- 51 - 66 % sufficient,
- 67 - 80 % average,
- 81 - 90 % well done,
- 91 - 100 % excellent

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