

Tárgytematika / Course Description

Planning and Resources of Integrated Marketing Communication

KGNM_MMTA086

Tárgyfelelős neve /

Teacher's name: dr. Keller Veronika

Félév / Semester: 2023/24/2

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. The integrated marketing communication

2.

M
o
d
e
l
s
i
n
t
e
r
p
r
e
t
i
n
g
t
h
e
e
f
f
e
c
t
s
o
f
m
a
r
k
e
t
i
n
g
c
o
m
m
u
n
i
c
a
t
i
o
n

3.	O b j e c t i v e s a n d b u d g e t a r y
4.	A d v e r t i s i n g
5.	M e d i a p l a n n i n g

6.	P R P u b l i c R e l a t i o n s
7.	S p o n s o r s h i p
8.	S a l e s p r o m o t i o n

9. D
i
r
e
c
t
M
a
r
k
e
t
i
n
g

10.

P
o
i
n
t
o
f
P
u
r
c
h
a
s
e
C
o
m
m
u
n
i
c
a
t
i
o
n
·
P
o
i
n
t
o
f
S
a
l
e
s

11.	F a i r s a n d e x h i b i t i o n
12.	P e r s o n a l s e l l i n g
13.	E - c o m m u n i c a t i o n I .

14.

E
-
c
o
m
m
u
n
i
c
a
t
i
o
n
I
I
.

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%

Signing requires completing and submitting a semesterly assignment.

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

AJÁNLOTT IRODALOM / RECOMMENDED MATERIAL

Aichner, T., Grünfelder, M., Maurer, O., & Jegeni, D. (2021). Twenty-five years of social media: a review of social media

applications and definitions from 1994 to 2019. *Cyberpsychology, behavior, and social networking*, 24(4), 215-222.

Ortiz-Ospina, E., & Roser, M. (2023). The rise of social media. *Our world in data*.