

## Tárgytematika / Course Description

### Marketing communication I. (BSc)

NGB\_SV126\_1

Tárgyfelelős neve /

Teacher's name: dr. Keller Veronika

Félév / Semester: 2015/16/2

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 21<sup>st</sup> 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

Weeks

Themes of Lectures

Seminars- Case studies

1.

The integrated marketing communication concept

Introduction

2.

Models interpreting the effects of marketing communication

Integrated communications

3.

Objectives and budgetary

Target groups

**4.**

Advertising

Advertising

**5.**

Media planning

Media planning

**6.**

PR

PR Public Relations

**7.**

Sponsorship

Sales promotion

**8.**

Sales promotion

Direct Marketing

**9.**

Direct marketing

Point of Purchase Communication

**10.**

Point of Sales

Fairs and exhibition

11.

Fairs and exhibition

Personal selling

12.

Personal selling

E-communication

13.

E-communication I.

Presentation

14.

E-communication II.

Presentation

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

|                                  |      |
|----------------------------------|------|
| Student activity on seminars     | 10 % |
| Essay (planning an IMC campaign) | 30 % |
| Presentation                     | 10 % |
| Exam (written)                   | 50 % |

#### **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**

#### **Obligatory literature:**

Pelsmacker, P. – Geuens, M. – Van den Bergh (2007) Marketing Communications: A European Perspective,

Pearson

**Other literature:**

Ang, L. (2014) Principles of Integrated Marketing Communications, Cambridge University Press