

Tárgytematika / Course Description

Marketing communication I. (BSc)

NGB_SV126_1

Tárgyfelelős neve /

Teacher's name: dr. Keller Veronika

Félév / Semester: 2019/20/1

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

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

SZÁMONKÉRÉSI ÉS ÉRTÉKELÉSI RENDSZERE / ASSESMENT'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

KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Obligatory literature:

Pelsmacker, P. – Geuens, M. – Van den Bergh (2018) Marketing Communications: A European Perspective, Pearson

Other literature:

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