

NAME OF THE COURSE		MARKETING COMMUNICATION				
Code	EUB317	Year of study	1st			
Course teacher	Ivana Kursan Milaković, PhD, Associate professor Mirela Mihić, Full tenure professor	Credits (ECTS)	5			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Obligatory/Elective	Percentage of application of e-learning	20%			
COURSE DESCRIPTION						
Course objectives	The main goal of this course is to ensure the achievement of skills and capabilities for: (1) understanding the specific types of marketing communication and their application, as well as the means of their integration into the business operations; (2) selecting the communication mix, as well as developing the strategy and product communication plan.					
Course enrolment requirements and entry competences required for the course	Regulated by The Statute of Faculty of Economics, University of Split, as well as the Study Regulations. Knowledge of basic Microsoft Office programs.					
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Main learning outcome: 1. Evaluate certain communication activities and their elements, and select the ones adapted to the needs of the particular company/product/product group. Individual learning outcomes: 1. Select advertising elements in particular situations/campaigns; 2. Estimate the specific appeals' efficiency within the advertising messages; 3. Valorize different types and effectiveness of marketing communication activities; 4. Select the elements of sales promotion, personal selling, interactive communication and other promotional activities that stimulate the consumer behavior towards the particular goal.					
Course content broken down in detail by weekly class schedule (syllabus)	Lectures		Hours	Exercises		Hours
	An introduction to integrated marketing communication. Introduction to the work mode.		2	Project introduction - the purpose, goals and development. Practical assignments and discussion.		2
	Communication objectives. The communication process. Marketing communication program development.		2	Project topics presentation - introduction. Examples. Formation of the teams - groups. Communication objectives and process. Practical assignments and discussion.		2
	Types and functions of advertising. Setting advertising objectives, determining the advertising budget.		2	Report 1: Client and company overview. Advertising types and objectives. Practical assignments and discussion.		2

	Advertising appeals and appeal selection.	2	Report 2: Competition analysis. Assignments and discussion: Ads/campaigns evaluation; preparation for the research assignment.	2
	Using other elements in advertising (color, music, corporate name, brand name, logos).	2	Report 3: Research: segmentation, target market and positioning. Assignments and discussion: the role of other elements (color, music) in advertising.	2
	Creative strategy. Planning and developing creative marketing communication strategy. Advertisements, message creation.	2	Report 4: Communication goals. Assignments and discussion: ad messages and slogans analysis.	2
	Support media. Other (supplementary) advertising means.	2	Report 5: Creative strategy development (I). Other media. Practical assignments and discussion.	2
	Developing media strategy: the media mix - characteristics of individual media; selecting and scheduling media.	2	Report 5: Creative strategy development (II). Media strategy. Practical assignments and discussion.	2
	Sales promotion. Objectives. Trade-oriented sales promotion. Consumer – oriented sales promotion. Point-of-purchase promotion.	2	Report 6: Mass media analysis and media mix planning. Sales and point-of purchase promotions. Practical assignments and discussion.	2
	Internet and interactive communication.	2	Report 7: Sales promotion Internet and interactive communication. Practical assignments/online campaigns analysis and discussion.	2
	Personal selling.	2	Report 8: Internet and other forms of direct communication Personal selling. Practical assignments and discussion.	2
	Public relations. Publicity. Corporate advertising.	2	Report 9. Personal selling Public relations. Publicity. Corporate advertising. Practical assignments and discussion.	2
	Measuring the effectiveness of integrated marketing communication.	2	Report 10: Public relations, publicity; Report 11: Other forms of IMC. Report 12: Measuring the effectiveness of IMC Project presentations	2
Format of instruction	<input checked="" type="checkbox"/> lectures		<input checked="" type="checkbox"/> independent assignments	

	<input checked="" type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> on line in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work			<input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input type="checkbox"/> business experts/guest appearance		
Student responsibilities	To attain a signature, a regular student must attend 60% of lectures and 60% of exercises (compensation is not an option), complete evaluation assignments (minimally 2 of them) and 50% of the project assignment that was positively graded.					
Screening student work (name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)	Class attendance	1.4	Research		Practical/evaluation assignments	0.4
	Experimental work		Report		Class participation	
	Essay		Seminar essay		(Other)	
	Tests	1.8	Oral exam		(Other)	
	Written exam	1.8*	Project	1.4	(Other)	
Grading and evaluating student work in class and at the final exam	<p>The exam comprises of the written part and group project assignment as well as its oral presentation. Professor decides upon the number of students in a group. Project assignment comprises of more parts that will be developed continuously during the semester. Some project parts will be presented during the exercises.</p> <p>During the semester two preliminary exams (tests) will be organized. The prerequisite to take a second preliminary exam is the positively grade first preliminary exam.</p> <p>The exam is considered passed if the student:</p> <ul style="list-style-type: none">- achieved passing grade from written tests (minimally 50% per each test)- actively participated in assignments, discussions and presentations- completed the project at the end of the semester that was positively graded. <p>The final grade will be based on the I. and II. preliminary exams' grades, as well as on the grade of the project assignment in a range of 30%:30%:40%, whereby the project carries 30% and its presentation 10%.</p> <p>Grading system (%) for the written exams is the following:</p> <p>0-49 insufficient (1) 50-65 sufficient (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5)</p> <p>* Students who pass both preliminary exams (tests) do not need to take the final written exam. If the students do not pass the tests they need to take the final written exam. Students who are not satisfied with the final course grade can take the oral exam.</p>					
	Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media
Belch, G., & Belch, M. (2020): <i>Advertising and promotion. An integrated marketing communications perspective</i> , International Student Edition, McGraw-Hill Education.				yes		
Belch G. E., & Belch M. A. (2009): <i>Advertising and Promotion – and Integrated Marketing Communications Perspective</i> , McGraw Hill, Irwin, Boston			1	yes		

	Belch, G. E., Belch, M. A., Kerr, G. F., & Powell, I. (2014): <i>Advertising: An integrated marketing communication perspective</i> , McGraw-Hill Education		yes
	Lecture materials (2023)		yes
Optional literature (at the time of submission of study program proposal)	<p>Books:</p> <p>Clow, K. E., & Baack, D. (2021): <i>Integrated advertising, promotion, and marketing communications</i>, 8th edition, Pearson.</p> <p>Andrews J. C., & Shimp, T. A. (2018): <i>Advertising, promotion, and other aspects of integrated marketing communications</i>, Cengage Learning.</p> <p>Articles:</p> <p>Articles from Journal of Advertising (https://www.tandfonline.com/loi/ujoa20), Journal of Advertising Research (http://www.journalofadvertisingresearch.com/), International Journal of Advertising (https://www.tandfonline.com/toc/rina20/current)</p> <p>Yoon, Hye Jin; Yoon, Sukki; Zdravkovic, Srdan; Kursan Milaković, Ivana; Miočević, Dario; Choi, Yung Kyun (2021). Comedic violence in advertising: cultural third-person effects among U.S., Korean, and Croatian consumers // <i>International journal of advertising</i>, 40 (2021), 7; 1047-1072 doi:10.1080/02650487.2020.1827894</p> <p>de Oliveira Santini, F., Vieira, V.A., Hoffmann Sampaio, C., Gattermann Perin, M., <i>Meta-Analysis of the Long- and Short-Term Effects of Sales Promotions on Consumer Behavior</i>, Journal of Promotion Management, Vol 22, No 3., 2016.</p> <p>Kursan Milaković, I., Anić, I.D., Mihić, M., Drivers and Consequences of Word of Mouth Communication from the Senders' and Receivers' Perspectives: The Evidence from the Croatian Adult Population // <i>Ekonomika istraživanja</i>, 33 (2020), 1; 1667-1684 doi:10.1080/1331677X.2020.1756373</p> <p>van Ooijen, I., Fransen, M.L., Verlegh, P.W.J., Smit, E.G., <i>Signalling product healthiness through symbolic package cues: Effects of package shape and goal congruence on consumer behaviour</i>, Appetite 109, 2017.</p> <p>Other: Reports, indicators, case studies and news from different portals BrandZ portal (http://www.brandz.com/), Euromonitor International (http://www.euromonitor.com/), Statista (http://www.euromonitor.com/), Salesforce (https://www.salesforce.com/), eMarketer (https://www.emarketer.com/home3), Matchcraft (https://www.matchcraft.com/), MDG (https://www.mdgadvertising.com/marketing-advertising-case-studies/), Digiday Marketing (https://digiday.com/marketing/), SmartInsights (https://www.smartinsights.com/), Business Case studies (https://businesscasestudies.co.uk/)</p> <p>Thematic videos and/or ads from YouTube.com channel, TED (https://www.ted.com/) Case studies and assignments developed/prepared by professor.</p>		
Quality assurance methods that ensure the acquisition of exit competences	<ul style="list-style-type: none"> • Evaluation of student obligations (course teacher) • Teaching supervision (vice dean for education) • Studying successfulness analysis across all courses (vice dean for education) • Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center) 		

	<ul style="list-style-type: none"> Exam, conducted by the course teacher, covering all course learning outcomes. Exam content is periodically assessed for the purpose of the learning outcomes adequacy review (vice dean for education)
Other (as the proposer wishes to add)	