

NAME OF THE COURSE		PROMOTION				
Code	ECM209	Year of study	3 <sup>rd</sup>			
Course teacher	prof.dr.sc. Mirela Mihić doc.dr.sc. Ivana Kursan Milaković	Credits (ECTS)	4			
Associate teachers		Type of instruction (number of hours)	L	S	E	F
			26		13	
Status of the course	optional	Percentage of application of e-learning	40%			
COURSE DESCRIPTION						
Course objectives	The main goal of this course is to enable the students to: (1) understand the role and the significance of promotion and communication with target market within the marketing mix; (2) analyze the basic elements of promotion strategy that will direct the consumer behavior towards the planned goal.					
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)	<p>Main learning outcome:</p> <p>1. Analyze certain promotional activities and their elements for the purpose of applying them in particular situations from business practice.</p> <p>Individual learning outcomes:</p> <p>1. Analyze individual advertising elements and the adequacy of their application in certain situations,</p> <p>2. Analyze the elements of sales promotion, personal selling, interactive communication and border promotional activities, as well as the successfulness of the promotional activities;</p> <p>3. Suggest the promotional elements/activities for certain situations.</p>					
Course content broken down in detail by weekly class schedule (syllabus)	<b>Lectures</b>		<b>Exercises</b>			
	<b>Topic</b>	Hours	<b>Topic</b>	Hours		
	An introduction to promotion. Introduction to the work mode. Promotion objectives. Promotion/communication elements with an emphasis on the message. Advertising and advertising management. Advertising types. Advertising objectives. Advertising budget.	2	Assigning the project themes and their explanation.  Discussion questions. Case study. Practical assignments.	1		
	Advertising appeals.	2	Discussion questions. Case study. Practical assignments.			
	Message elements persuasion. Using the colors and music in advertising. Propaganda constants.	2	Discussion questions. Case study. Practical assignments.	1		
Message creation – advertisement elements.	2	Discussion questions. Case study. Practical assignments.	1			

	Support media. Other (supplementary) advertising means.	2	Discussion questions. Case study. Practical assignments.	1	
	Mass media analysis – TV, radio, newspapers, magazines. Guest lecture.	2	Discussion questions. Case study. Practical assignments.	1	
	Sales promotion objectives. Sales promotion towards trade/buyers-intermediaries.	2	Discussion questions. Case study. Practical assignments.	1	
	Sales promotion toward consumers.	2	Discussion questions. Case study. Practical assignments.	1	
	Point-of-purchase sales promotion.	2	Discussion questions. Case study. Practical assignments.	1	
	Personal selling and measuring the personal selling efficiency.	2	Discussion questions. Case study. Practical assignments.	1	
	Internet and other forms of direct marketing communication. Guest lecture.	2	Discussion questions. Case study. Practical assignments.	1	
	Measuring the promotion effectiveness.	2	Discussion questions. Case study. Practical assignments.	1	
	Border promotional activities with a special emphasis on packaging and word-of-mouth propaganda.	2	Discussion questions. Case study. Practical assignments.	1	
Format of instruction	<input checked="" type="checkbox"/> lectures <input type="checkbox"/> seminars and workshops <input checked="" type="checkbox"/> exercises <input type="checkbox"/> <i>on line</i> in entirety <input checked="" type="checkbox"/> partial e-learning <input type="checkbox"/> field work		<input checked="" type="checkbox"/> independent assignments <input checked="" type="checkbox"/> multimedia <input type="checkbox"/> laboratory <input type="checkbox"/> work with mentor <input checked="" 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 ( <i>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</i> )	Class attendance	1.3	Research	Practical assignments/evaluation tests	0.2
	Experimental work		Report	Class participation	
	Essay		Seminar essay	(Other)	
	Tests		Oral exam	(Other)	
	Written exam		Individual assignments	2.5	(Other)
Grading and evaluating student work in class and at the final exam	<p>The exam consists of individual assignments (5 of them) that will cover the particular class topics and will enable the learning outcome verification. Evaluation assignments (see 'student responsibilities) serve the evaluative purpose of curriculum comprehension and the preparation of the student for the project assignment development.</p> <p>Grading system (%) for the written exams (individual assignments) is the following:</p> <p>0-49 insufficient (1)            50-65 sufficient (2)            66-75 good (3)            76-85 very good (4)</p>				

	86-100 excellent (5)		
	The exam is considered to be passed if the student achieved sufficient grade from the individual assignments (minimally 50% per each).		
Required literature (available in the library and via other media)	<b>Title</b>	<b>Number of copies in the library</b>	<b>Availability via other media</b>
	Materials provided during the lectures and on Moodle, 2021		Moodle
	Kesić, T., <i>Integrirana marketinška komunikacija</i> , Opinio, Zagreb, 2003.	10	-
	Belch, G., Belch, M. (2020). Advertising and promotion. An integrated marketing communications perspective, International Student Edition, McGraw-Hill Education.		
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>, Pearson, Harlow, 9<sup>th</sup> ed.</p> <p>Andrews, J. C., Shimp, T. A., <i>Advertising promotion and other aspects of integrated marketing communications</i>, 10<sup>th</sup> ed., Cengage Learning, Australia, 2018.</p> <p>Articles:</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., <u>Drivers and Consequences of Word of Mouth Communication from the Senders' and Receivers' Perspectives: The Evidence from the Croatian Adult Population</u> // <i>Ekonomika istraživanja</i>, <b>33</b> (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>, <i>Appetite</i> 109, 2017.</p> <p>Other sources:</p> <p>News/articles from portals Lider (<a href="http://www.liderpress.hr">www.liderpress.hr</a>) and Poslovni tjednik</p> <p>News/articles from portal eBizMags (<a href="http://www.ebizmags.com/">www.ebizmags.com/</a>)</p> <p>News/articles from portal Ja Trgovac (<a href="http://www.jatrgovac.com">www.jatrgovac.com</a>)</p> <p>News/articles from portal/journal Poslovni dnevnik (<a href="http://www.poslovni.hr">www.poslovni.hr</a>)</p> <p>News from Croatian Association of Market Communication Companies – HURA (<a href="http://hura.hr">hura.hr</a>)</p> <p>News/guide from HOK (<a href="http://www.hok.hr">www.hok.hr</a>)</p> <p>Articles and examples from the marketing agencies' websites (e.g.. Promosapiens - <a href="http://www.promosapiens.hr">www.promosapiens.hr</a>, Marker - <a href="https://marker.hr">https://marker.hr</a> itd.) and other different sources</p> <p>Thematic videos and/or ads from YouTube.com channel, TED (<a href="https://www.ted.com/">https://www.ted.com/</a>)</p> <p>Case studies and assignments developed/prepared by professor</p>		

<p>Quality assurance methods that ensure the acquisition of exit competences</p>	<ul style="list-style-type: none"> <li>• Evaluation of student obligations' fulfillment (course teacher)</li> <li>• Teaching supervision (vice dean for education)</li> <li>• Studying successfulness analysis across all courses (vice dean for education)</li> <li>• Student survey regarding the quality of teacher(s) and teaching for every course (UNIST, Quality improvement center)</li> <li>• 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)</li> </ul>
<p>Other (as the proposer wishes to add)</p>	