

NAME OF THE COURSE		MARKETING COMMUNICATION				
Code	EUB317	Year of study	1st			
Course teacher	Mirela Mihić, PhD, Full Professor Ivana Kursan Milaković, PhD, Assistant professor	Credits (ECTS)	5			
Associate teachers	Ivana Kursan Milaković, PhD, Assistant professor	Type of instruction (number of hours)	L	S	E	F
			26		26	
Status of the course	Obligatory/Optional	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)	<p>Main learning outcome:</p> <p>1. Evaluate certain communication activities and their elements, and select the ones adapted to the needs of the particular company/product/product group.</p> <p>Individual learning outcomes:</p> <p>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's behavior towards the particular goal.</p>					
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. Communication objectives. The communication process. Marketing communication program development. Types and functions of advertising. Setting advertising objectives, determining the advertising budget.	2	Project introduction - the purpose, goals and development. Communication objectives. Practical assignment and discussion.	2		
Advertising appeals and appeal selection.	2	Project topics presentation - introduction. Examples. Formation of the teams - groups. Advertising appeals - practical assignments and discussion.	2			

	Using the color, humor and music in advertising. Corporate name, brand name, logos	2	Report 1: Client and company overview. Color, humor and music in advertising - practical assignments and discussion.	2
	Creative strategy. Message creation – elements of ads/a copy.	2	Report 2: Competition analysis. Assignments and discussion: Creative strategy and ads/campaigns evaluation; preparation for the research assignment.	2
	Other (supplementary) advertising means.	2	Report 3: Segmentation, target market and positioning. Other supplementary advertising means - assignments and discussion.	2
	Developing a media strategy: the media mix - characteristics of individual media; selecting and scheduling media. Guest lecture.	2	Report 4: Communication goals. Developing media strategy - assignments and discussion.	2
	Sales promotion objectives. Trade-oriented sales promotion.	2	Report 5: Creative strategy development (I). Trade-oriented sales promotion - practical assignments and discussion.	2
	Consumer – oriented sales promotion.	2	Report 5: Creative strategy development (II). Consumer – oriented sales promotion. - practical assignments and discussion	2
	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
	Personal selling. Evaluating the personal selling effort.	2	Report 7: Sales promotion Personal selling. Practical assignments and discussion.	2
	Internet and other forms of direct communication	2	Report 8. Personal selling. Internet and interactive communication - practical assignments and discussion.	2
	Measuring the effectiveness of integrated marketing communication.	2	Report 9: Internet and other forms of direct communication. Measuring the effectiveness of IMC. Practical assignments and discussion.	2

	Supplementary promotional activities: Services. Packaging. Design. Word of Mouth.	2	Report 10: Public relations, publicity; Report 11: Other forms of IMC. Report 12: Measuring the effectiveness of IMCProject presentations	2		
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	1.6	Research		Practical assignments/evaluation tests	0.2
	Experimental work		Report		Class participation	
	Essay		Seminar essay		Individual assignments	1.8
	Tests		Oral exam		(Other)	
	Written exam		Project	1.4	(Other)	
Grading and evaluating student work in class and at the final exam	<p>The exam comprises of the individual and group project assignment as well as its oral presentation. Professor decides upon the number of students in a group. Project assignment comprises three to four parts while group assignments comprise of more parts (14) that will be developed continuously during the semester. Some project parts will be presented during the exercises.</p> <p>The exam is considered passed if the student:</p> <ul style="list-style-type: none"> - successfully completed individual assignments, as well as group project assignment, i.e. achieved positive grade (minimally 50%) from all project parts actively participated in group assignment presentations <p>The final grade will be based on the grade of the individual as well as group project assignment in a range of 60%:40%, whereby the project carries 30% and its presentation 10%.</p> <p>Grading system (%) for the written exams (individual and group assignments) 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>					
Required literature (available in the library and via other media)	Title			Number of copies in the library	Availability via other media	

	Materials provided during the lectures and on Moodle, 2021		Moodle
	Belch, G., Belch, M. (2020). Advertising and promotion. An integrated marketing communications perspective, International Student Edition, McGraw-Hill Education.		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>, Pearson, Harlow, 9th ed.</p> <p>Andrews, J. C., Shimp, T. A., (2018) <i>Advertising promotion and other aspects of integrated marketing communications</i>, Cengage Learning, Australia, 10th ed.</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>Ekonomska 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 sources:</p> <p>News/articles from portals Lider (www.liderpress.hr) and Poslovni tjednik</p> <p>News/articles from portal eBizMags (www.ebizmags.com/)</p> <p>News/articles from portal Ja Trgovac (www.jatrgovac.com)</p> <p>News/articles from portal/journal Poslovni dnevnik (www.poslovni.hr)</p> <p>News from Croatian Association of Market Communication Companies – HURA (hura.hr)</p> <p>News/guide from HOK (www.hok.hr)</p> <p>Promosapiens - Thematic videos and/or ads from YouTube.com channel, TED (https://www.ted.com/)</p> <p>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' fulfillment (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) • 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)			