

COURSE DESCRIPTION

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
VAD4002	C	6	2014 04 01	2019 04 01
Course type			compulsory	
Course level			bachelor (first-cycle) studies	
Semester the course is delivered			7	
Study form			face-to-face	

Dalyko pavadinimas lietuvių kalba

Marketingo komunikacijos

Course title in English

Marketing Communications

Short course annotation in Lithuanian

Dalyko paskirtis – suteikti studentams žinias ir gebėjimus sukurti marketingo komunikacijų planą, parinkti pagrindinius būdus komunikavimui su esamais ir potencialiais vartotojais: reklamą, pardavimų skatinimą, asmeninį pardavimą, ryšius su visuomene, tiesioginį marketingą, interaktyvų/interneto marketingą. Studentai įgyja žinias apie svarbiausius vidinius bei išorinius veiksnius įtakančius marketingo komunikacijų plano kūrimo procesą.

Short course annotation in English

The purpose of this course is to developing students' knowledge, their abilities to create marketing communications plan, to select basic tools for communication with customers and prospective clients in the following spheres: advertising, sales promotion, personal selling, public relations, direct marketing, interactive/internet marketing. Students study the main internal and external factors that impact the creation process of marketing communications plan.

Prerequisites for entering the course

Principles of Marketing

Course aim

To provide students with the main theories and gain practical skills that is necessary in order to create a marketing communications plan.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
2) To apply knowledge when assessing the main activities of marketing management	1) To identify and describe theoretical approaches of marketing communications by linking them with tendencies and changes in the development of contemporary marketing	The student identifies and describes at least half of given theoretical approaches of marketing communications and demonstrates minimal sufficient knowledge about their links with tendencies and changes in the development of contemporary marketing
	2) To identify and assess the purpose and functions of marketing communications elements	The student identifies and assesses the purpose and the main functions of marketing communications elements with regard to at least half of given questions
3) To apply theoretical innovations and practical achievements, tendencies and peculiarities of modern business environment, as well as different business contexts to the analysis of marketing situations	3) To assess the changing environment of an organisation, identify various factors that transform the market and the area of marketing communications, define their impact on marketing communications decisions of organisations	The student is able to name at least half of given changes in the environment of an organisation, identify various factors that transform the market and the area of marketing communications and describe not less than a half of them in detail. The student demonstrates minimal sufficient knowledge about the influence of environmental forces and factors

	4) To apply the knowledge of marketing communications to the analysis of marketing communications decisions of organisations	The student identifies and assesses the situation of an organisation according to at least half of the questions formulated for the analysis
6) To demonstrate skills for the independent analysis of various marketing management situations/problems, decision making and implementation, as well as project management	5) To analyse the situation of a particular organisation independently and create its marketing communications plan	The student demonstrates minimal sufficient knowledge for the analysis of a particular organisation, is able to create its marketing communications plan.
7) To demonstrate skills of oral and written communication, using professional business (including English) language	6) To prepare a public oral group presentation on the independently created marketing communications plan taking into account given requirements	The student, together with other group members, prepares a public oral presentation on the independently created marketing communications plan, that which meets at least half of the given requirements.
	7) To formulate and defend their own opinion, persuade by justifying presented/described ideas	The student can formulate his/her opinion and answer simple questions about his/her independently created marketing communications plan.
8) To demonstrate group work skills: the ability to communicate with others, share work, take responsibility, etc.	8) To demonstrate the ability to communicate with others, share work, take responsibility during the preparation of an independent work, etc.	The student works together, communicates with other members of the group and takes responsibility in order to achieve his/her personal results

Link between course outcomes and content

Course outcomes	Content (topics)
1) To identify and describe theoretical approaches of marketing communications by linking them with tendencies and changes in the development of contemporary marketing	1. Concept of integrated marketing communications. Marketing communications process. Marketing communications mix.
2) To identify and assess the purpose and functions of marketing communications elements	2. Creation of a marketing communications plan. 3. Functions of advertising. Advertising. Campaign planning. Aims of advertising. Characteristics of advertising tools: printed, broadcast, public, at points of sale, and specialized. 4. Functions of personal selling. Steps of the personal selling process. 5. Sales promotion. 6. Public relations. 7. Direct marketing. 8. Interactive/internet marketing.
3) To assess the changing environment of an organisation, identify various factors that transform the market and the area of marketing communications, understand their impact on marketing communications decisions of organisations	2. Creation of a marketing communications plan.
4) To apply the knowledge of marketing communications to the analysis of marketing communications decisions of organisations	2. Creation of a marketing communications plan.
5) To analyse the situation of a particular organisation independently and create its marketing communications plan	2. Creation of a marketing communications plan. 3. Functions of advertising. Advertising. Campaign planning. Aims of advertising. Characteristics of advertising tools: printed, broadcast, public, at points of sale, and

	specialised. 4. Functions of personal selling. Steps of the personal selling process. 5. Sales promotion. 6. Public relations. 7. Direct marketing. 8. Interactive/internet marketing.
6) To prepare a public oral group presentation on the independently created marketing communications plan taking into account given requirements	2. Creation of a marketing communications plan.
7) To formulate and defend their own opinion, persuade by justifying presented/described ideas	2. Creation of a marketing communications plan. 3. Functions of advertising. Advertising campaign planning. Aims of advertising. Characteristics of advertising tools: printed, broadcast, public, at points of sale, and specialised. 4. Functions of personal selling. Steps of the personal selling process. 5. Sales promotion. 6. Public relations. 7. Direct marketing. 8. Interactive/internet marketing.
8) To demonstrate the ability to communicate with others, share work, take responsibility during the preparation of an independent work, etc.	2. Creation of a marketing communications plan.

Study methods

<p><i>Teaching methods:</i> provision of information (explanation, illustration) using visual aids; case-based lecture; formulation and explanation of problem-oriented examples, issues and tasks; moderation of case study; moderation of discussion; consulting.</p> <p><i>Learning methods:</i> individual work: search for and analysis of information in educational literature, periodical sources, the internet, etc.; analysis of cases; analysis of problem-oriented examples and issues; preparing practical tasks; discussion; consultation; group consideration of seminar tasks; collective students' work while preparing a group presentation; oral self-reflection.</p>
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Methods of learning achievement assessment

Written assessment (colloquium and examination); assessment of seminar tasks; assessment of an independent group work and its oral presentation.
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Distribution of workload for students

<p>Lectures and case studies – 30 hrs.</p> <p>Seminars and case studies – 15 hrs.</p> <p>Team work (employing IT) – 15 hrs.</p> <p>Individual work (<i>preparation for lectures, seminars, case-study analyses, independent studying of literature, preparation for an oral group work presentation, colloquium and examination</i>) – 100 hrs.</p>

Structure of cumulative score and value of its constituent parts

<p>Colloquium – 25%.</p> <p>Seminar tasks – 10%.</p> <p>Independent group work (<i>intended for the preparation of a group work and its oral presentation</i>) – 15%.</p> <p>Examination – 50 %.</p>
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Recommended reference materials

No.	Publication year	Authors of publication and title	Publishing house	Number of copies in	
				University library	Self-study rooms
Basic materials					
1.	2012	Bakanauskas A. <i>Integrucijos marketingo komunikacijos</i>	VDU leidykla	19	1
				e-version	

	2010	Pelsmacker, P., Geuens, M., Van Den Bergh, J. Marketing Communications: A European Perspective	Financial Times Management	e-version	
Supplementary materials					
1.	2003	Wells W., Burnett J., Moriarty S. Advertising:principles & practice	Prentice Hall	1	3
2.	2010	Fill, C. Marketing Communications: Interactivity, Communities and Content, 5th Ed.	Prentice Hall	e-version	

Course description designed by

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