

International Marketing Communications

Instructor:

- Ing. Petr Král, Ph.D., E-mail: kralp@vse.cz,
office hours: Thursday 11,00-12,00 and Friday 9,00-10,00
Room: NB 217

Course description:

- Course provides an integrated overview of different tools of marketing communications (advertising, public relations, sales promotion, personal selling). Course focuses on their functions, theoretical background and practical applications.

Course methodology:

- Classes will involve lectures, group work, class discussions, case studies and guest lectures.

Course work:

- Final exam (40 % of the evaluation)
- Team project (40 % of the evaluation)
 - Team project involves developing of a communication plan and its presentation. Project will be evaluated with respect to the following criteria: 1) realistic proposal 2) creativity 3) logical and consistent proposal 4) formal level of presentation
- Attendance (20 % of the evaluation) is compulsory

Course Content:

Introduction to Marketing Communications	Communication process <ul style="list-style-type: none"> • Marketing communication process • One- step, two step and multiple step communication • International specifics of marketing communication Communication mix: <ul style="list-style-type: none"> • ATL and BTL communication • Factors influencing the decisions about the communication mix Goals of marketing communication Communication strategy Marketing message: <ul style="list-style-type: none"> • perception of the target group • motivation of the target group • creative strategies Communication budget
Consumer behavior	Consumer behavior and its impact on communication mix <ul style="list-style-type: none"> • decision making process • learn- feel- do model of decision making • AIDA model • Theories of social learning and classical conditioning • Practical implications
Advertising	Theory and practice of advertising

	<ul style="list-style-type: none"> • advertising characteristics • functions of advertising (typical advertising campaigns) • creativity in advertising • advertising evaluation • mass media, including international specifics • ethics in advertising • new trends and new media in advertising • viral, guerilla and buzz marketing
Direct Marketing and Online Communication	<p>Theory and practice of direct marketing</p> <ul style="list-style-type: none"> • direct marketing characteristics • measures used in direct marketing • functions of direct marketing (typical campaigns) • direct marketing media • how to write a direct mail • web site characteristics • ethics in direct marketing
Public Relations	<p>Theory and practice of public relations</p> <ul style="list-style-type: none"> • public relations characteristics • functions of public relations (typical PR campaigns) • media relations • understanding media • how to write a press release • how to prepare a press conference • communication in crisis • communication with key opinion leaders • internal communication • ethics in public relations
Sales Promotion	<p>Theory and practice of sales promotion</p> <ul style="list-style-type: none"> • sales promotion characteristics • functions of sales promotion (typical campaigns) • shopper marketing • in-store communication • experience marketing • trade fairs and exhibitions
Personal Selling	<p>Theory and practice of personal selling</p> <ul style="list-style-type: none"> • personal selling characteristics • negotiation process
Communication on B2B market	<p>Theory and practice of communication on B2B market:</p> <ul style="list-style-type: none"> • specifics of B2B market • specific target groups for communication on B2B market • message strategy for B2B market • communication mix for B2B market • advertising on B2B market (goals, media)
Communication Planning	<p>The multi-step process of communication planning</p> <ul style="list-style-type: none"> • situation analysis • communication objectives

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| | <ul style="list-style-type: none">• communication strategy• developing a communication plan |
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Literature:

- PELSMACKER, P. D. -- GEUENS, M. -- BERGH, J. V. D.: Marketing communications : a European perspective, ISBN: 978-0-273-70693-9
- Fill, Chris: Marketing Communications - Engagement, Strategies and Practice
- LEVINSON, J.C. Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business, 4th Edition. Houghton Mifflin. ISBN: 978-0618785919