

**IP_347 INTERNATIONAL MARKETING COMMUNICATIONS
WITH THE EMPHASIS ON CENTRAL EUROPE**

INSTRUCTOR: Ing. Petr Král, Ph.D.
OFFICE: NB 235 (New Building)
TELEPHONE: +420 224 09 5641
EMAIL: petr.kral@vse.cz

Aims of the course:

Course provides an integrated overview of different forms of marketing communications (advertising, public relations, sales promotion, personal selling). Course focuses on their functions, theoretical background and practical applications and specifics of their use in the international environment with a focus on Central Europe.

Learning outcomes and competences:

After successfully finishing the course students shall be able to prepare a communication campaign, to identify the target groups for communication, prepare a strategy of the campaign and suggest a corresponding media mix. Students shall also understand the main specifics of emerging markets in Central Europe and the specifics of consumer behavior. The course provides students with basic knowledge necessary for a future work in communication, media and advertising agencies as well as in marketing departments of international companies.

Course content:

1. Introduction to Marketing Communications, International specifics of marketing communication
2. Consumer behavior
3. Advertising
4. Direct Marketing and Online Communication
5. Public Relations
6. Sales Promotion
7. Personal Selling
8. Communication on B2B market
9. Communication Strategy and Planning

Grading scale:

100 - 90	A	Excellent
89 - 75	B	Very Good
74 - 60	C	Good
59 and less	F	Failure

Assessment methods (weight):

Active lecture/seminar/workshop participation		30 %
Written individual assignment		40 %
Final test		30 %
Total – maximum		100 %

Literature:

	ISBN	Title	Authors	Year
	978-0-273-70693-9	Marketing Communications: A European Perspective	De Pelsmacker, Patrick	2013