

International Marketing Communications

Instructor:

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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

Team project:

Team project is an important part of this course. It should help you to use the skills and knowledge you acquired in the class in a real business situation. We expect professional business project presented in such way as if it were presented to the company's management. According to the accreditation the workload of the team project for one student is 78 hours. Please, take this workload into account when planning your work on the project.

Deadlines and important dates for the team project were presented in the first seminar.

Final test:

The final test is a complex examination of the knowledge you acquired in this course. It consists of 7-8 open-ended questions which are based on the theory presented in the lectures and seminars. Maximum time for the final test is 75 minutes.

Course Content:

Introduction to Marketing Communications

Communication process

- Marketing communication process
- One- step, two step and multiple step communication
- International specifics of marketing communication

Communication mix:

- ATL and BTL communication
- Factors influencing the decisions about the communication mix

Goals of marketing communication

	<p>Communication strategy</p> <p>Marketing message:</p> <ul style="list-style-type: none"> • perception of the target group • motivation of the target group • creative strategies <p>Communication budget</p>
Consumer behavior	<p>Consumer behavior and its impact on communication mix</p> <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	<p>Theory and practice of advertising</p> <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 • communication strategy • developing a communication plan

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
- *additional sources and readings will be suggested in the class*