

International Marketing Communications with the Emphasis on Central Europe

Instructor:

- Ing. Petr Král, Ph.D., E-mail: petr.kral@vse.cz
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 consulting sessions of the team project (see below). Lectures and cases mainly focus on examples of CEE countries and CEE brands.

Course work:

- Final exam (30 % of the evaluation)
- Team project (40 % of the evaluation)
 - Team project involves developing of a communication plan and its presentation. Student teams will prepare and present a communication plan for a launch of an existing brand to CEE market, or of a CEE brand to their home market. 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
- Active participation (30 % of the evaluation), attendance 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.

Deadlines and important dates for the team project will be presented at the beginning of the first day's class.

Final test:

The final test is a complex examination of the knowledge you acquired in this course. It consists of 5- 6 open- ended questions which are based on the theory presented in the lectures and seminars. Maximum time for the final test is 60 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

	<ul style="list-style-type: none"> • Factors influencing the decisions about the communication mix <p>Goals of marketing communication Communication strategy 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 (consumers in CEE markets)
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
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 with key opinion leaders • internal communication
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) • in-store communication
Personal Selling	<p>Theory and practice of personal selling</p> <ul style="list-style-type: none"> • personal selling characteristics • negotiation process
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*