



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Marketing Communication and Media Planning	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: teach. assist. Neda Letukytė Other(s):	Faculty of Economics and Business Administration

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Classroom	Autumn semester	English

Requirements for students	
Prerequisites: Marketing (basics)	Additional requirements (if any):

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed		
<p>This study program seeks to develop these competences:</p> <ul style="list-style-type: none"> the ability to apply market segmentation principles and justify their relevance; the ability to plan key communication steps and justify media channel choices; the ability to analyse, summarise and apply theoretical knowledge in the fields of marketing and communication in practice: while planning, analysing communication marketing situations and preparing media plans; the ability to think critically, analyse and systematise information; the ability to work both individually and in a group; the ability to generate ideas independently and responsibly and to provide creative and innovative solutions to problems. 		
Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Students will be able to combine knowledge acquired in different disciplines and apply it to global marketing problems.	Lectures, independent studying, seminar assignments, group project	Tests (closed and open-ended questions), evaluation of the group project presentation, active and qualitative involvement in the workshop tasks
Students will understand the specifics of marketing communication and be able to identify the differences between marketing and advertising, public relations, etc.		
Students will be familiar with basic marketing communication terms and be able to apply them to communications with advertising or communications research agencies.		
Students will be able to identify media channels that can be used for marketing communication purposes and assess their suitability for specific communication situations.		
Students will be able to apply market segmentation principles and justify their relevance.		
Students will be able to analyse and structure the factors and processes that determine consumer behaviour.		
Students will be able to organise the functions of marketing communication tools and combine tools in line with marketing objectives.		

Students will be able to integrate different marketing and communication activities with those of the organisation.

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Introduction to marketing communications <ul style="list-style-type: none">• Concept and framework of marketing communication• Communication models• Interpersonal and mass communication• The concept of marketing as an exchange• Concept of media. Types of media.	3		2					5	5	Literature and case studies. Team project to develop a communication action plan for a new brand.
2. Integrated marketing communications <ul style="list-style-type: none">• Integrated approach• Levels of integration• Challenges of integrated communication• Synergy with corporate communication	2		1					3	5	Literature and case studies. Team project to develop a communication action plan for a new brand.
3. Marketing communication objectives <ul style="list-style-type: none">• Formulating objectives for communication and media plans, applying the SMART approach• Positioning and positioning strategies• Linking communication objectives to organisational objectives	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
4. Communicating to different audiences and getting to know audiences <ul style="list-style-type: none">• Segmentation, targeting, positioning• Consumer decision path• Consumer perception of risks and risk mitigation	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
5. Marketing communication tools: advertising <ul style="list-style-type: none">• Types of advertising• Advertising channels• ATL and BTL advertising• Evaluation of effectiveness of advertising, calculation of GRP• Creativity in advertising; festivals of advertising• Emotional and rational advertising• Developing a brief for an advertising agency	4		2					6	6	Discussion. Literature and case studies. Team project to develop a new brand communication action plan.
6. Marketing communication tools: digital communication <ul style="list-style-type: none">• Social media marketing and introduction to social network advertising. PPC advertising	3		1					4	6	Creating a digital persona. Literature and case studies. Team project to develop a communication action

<ul style="list-style-type: none"> • Communication of influencers • Digital marketing: shift from 4P to 4C model • Tools of digital marketing • Legal and ethical challenges in digital communication 										plan for a new brand.
7. Marketing communication tools: public relations <ul style="list-style-type: none"> • Concept of public relations • Public relations audiences • Communication crisis management • Public relations development tools and channels 	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
8 Marketing communication tools: direct marketing <ul style="list-style-type: none"> • Objectives and strategies of direct marketing • Channels and tools • Forms of direct selling • Legal challenges in direct marketing 	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
9. Marketing communication tools: sponsorship <ul style="list-style-type: none"> • Concept of sponsorship • Types of sponsorship • Role of sponsorship in the marketing mix 	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
10. Marketing communication tools: events <ul style="list-style-type: none"> • Exhibitions and fairs • Sales promotion events • Planning participation in sales promotion events 	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
11. Marketing communication tools: point-of-sale communication <ul style="list-style-type: none"> • Experience at the point of sale • Types and methods of in-store communication • Planograms 	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
12. Marketing campaign <ul style="list-style-type: none"> • Campaign planning steps and choosing media channels • Goals and measuring campaign results • Features of an integrated marketing communications campaign • Viral campaigns 	2		1					3	6	Working with the Project Planning Tool. Literature and case studies. Team project to develop a communication action plan for a new brand.
13. Marketing communication strategies <ul style="list-style-type: none"> • Pull strategy • Push strategy • Profile strategy • Alignment of strategies 	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
14. Ethical marketing communication <ul style="list-style-type: none"> • Unethical practices • Principles of ethical communication 	2		1					3	6	Literature and case studies. Team project to develop a communication action plan for a new brand.
Total	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Midterm test	30 %	Middle of semester	<p>A mid-term test consisting of open and closed questions related to the theoretical material covered in lectures and seminars and case studies.</p> <ul style="list-style-type: none"> In the closed questions, students are required to choose one correct answer. For open questions, students are required to give a short, precise answer to the question. <p>The examination consists of 15 questions from the topics covered in the first part of the semester. Each question is worth 2 points. In answering a question, the student receives full marks if the answer is correct, 1 mark if the answer is partially correct (in open questions), or no marks at all if the answer is incorrect. There is no pass mark for the midterm exam, the final mark depends on the total of all the tasks.</p>
Exam	30 %	End of semester	<p>A final test made up of closed questions, each with only one correct answer option.</p> <p>The exam consists of 30 questions from the entire theoretical material of the course. Each question is worth 1 point. The student receives one point (if the answer is correct) or 0 points (if the answer is incorrect).</p> <p>There is no pass mark for the final exam, the final mark depends on the total of all the tasks.</p>
Seminar tasks	10 %	Final grade at the end of the semester (cumulative throughout the semester)	<p>During the semester, students take part in seminars, where they work individually and in groups on practical cases, participate in discussions, and carry out theoretical exercises to deepen their knowledge.</p> <ul style="list-style-type: none"> If a student participates in at least 2/3 of the seminars and completes the given assignments, actively participates in the discussions, raises relevant questions, the student receives 1 point (10%) at the end of the semester (contribution to the overall course grade). If the student attends 1/3 or less of the seminars, does not complete the assignments, does not engage in discussions, the student receives 0 points (a grade of 0%) at the end of the semester (contribution to the overall course grade).
Team project to develop a communication action plan for a new brand	30 %	The final grade is given at the end of the semester	<p>Throughout the semester, students work in seminars and on their own at home to develop an action plan for the communication of the new brand, based on the guidelines and questions provided by the lecturer. The plan is prepared in groups of 3-4 students. During the final seminars, students present their work (in ppt format) and answer questions from the lecturer and their peers related to their project.</p> <p>Evaluation of the project:</p> <ul style="list-style-type: none"> Students receive a 3 points mark for a timely and compliant project presentation, which answers the questions posed on the topic in detail, and for a fluent, well-reasoned response to questions from peers and the lecturer after the presentation. Students receive a mark of 2 points for a timely and compliant project presentation that answers the topic questions with sufficient clarity, and an insufficiently specific and detailed response to questions from colleagues and the lecturer after the presentation. Students will receive a 1 point mark for a presentation that is on time, does not meet all the requirements, lacks detail and does not answer questions from colleagues and the lecturer after the presentation. Students receive a 0 points mark for failure to deliver a presentation on time.

			The grade is included in the overall course grade. All students in the same work group receive the same evaluation.
Extern exam assessment strategy	Weight, %	Deadline	Assessment criteria
Not applicable	-	-	-

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place and house or web link
Compulsory reading				
De Pelsmacker, P., Geuens, M., Den Bergh, J.	2021	Marketing Communications: A European Perspective (7th edition), Chapters 1, 4-6, 8-13		Pearson
Hartline, F.	2011	Marketing Management Strategies (5th International Edition). Chapters 2,6,10,12		South-Western Cengage learning
Fill, C.	2011	Essentials of Marketing Communication		Prentice Hall
Optional reading				
Shimp, T. A.	2010	Integrated Marketing Communication in Advertising and Promotion (8th edition)		South-Western Cengage learning
Belch, G. E., Belch, M. A.	2021	Advertising and Promotion: An Integrated Marketing Communications Perspective (12th edition)		McGraw-Hill Education