



POZNAN UNIVERSITY
OF ECONOMICS
AND BUSINESS

Syllabus

Field of study: Management

Subject name	Methods and Instruments of Marketing Communication	
Subject name in English	Methods and Instruments of Marketing Communication	
Subject code	Year / semester First year on second degree /autumn	Method of evaluation Presentation, class activity and quiz
Specialisation Management	Track (general academic/ practical)	Level of qualification (first-cycle programme / second-cycle programme)
Mode of study (full time/ part-time)	Language of instruction English	Subject (obligatory / elective)
Number of hours Lectures: 30 Classes:	Number of ECTS points 4	Block (A, B, C) E
Responsible	Magdalena Stefańska, PhD., PUEB prof.	

Subject's educational aims

C1	The goal is to develop students' knowledge and skills in integrating and using methods and instruments of marketing communication.
C2	Students analyze and decide on the selected criteria how to use promotional tools to achieve desired organizational goals.
C3	Students also learn how to evaluate effectiveness of Marketing Communication tools.

Subject's learning outcomes

Code	Outcomes in terms of	Learning outcomes within the field of study
Knowledge		
W1	Student knows the essence of integrating marketing communication and it's connection with marketing strategy	Knowledge of key terms and relations between marketing communication tools
W2	Student knows and understand the process of marketing communication	Knowledge and understanding the process of planning marketing communication strategy

W3	Students has deepen knowledge on integrated marketing communication tools and the conditions for their use and evaluation of the possibility of their use	Understanding competitive environment and customer knowledge and their influence on selecting communication tools
Skills		
U1	Can correctly define and interpret the advanced concepts and conditions of integrating marketing communication.	Student is able to decide about the proper communication strategy
U2	He can deeply analyze processes and plan activities in the field of integrating marketing communication, and knows the methods of assessing their effectiveness.	Student is able to conduct critical analysis of tactics and methods of communication
U3	Can correctly choose and use the wider means of integrating marketing communication.	Student is able to conduct critical analysis to decide about communication tools and their effectiveness
Social competences		
K1	Student Is aware of the need to constantly update and deepen knowledge in the field of social marketing	Student knows and implement in practice long-life learning
K2	Student develops skills of teamwork.	Student develops social competences, tolerance, openness as consequences of team working
K3	Student understands and has the need to act ethically in his professional life	Student implement in his professional life ethics and follows codes of conduct in communication

Study content

No.	Study content	Subject's educational aims	Subject's learning outcomes
1.	Integrated Marketing Communication – approach. Integrating communication in marketing environment.	Understanding basic terms and connections	Increased awareness of the meaning of key terms and processes
2.	Types of communication. Models of Communication. Process of communication.	Increasing knowledge on models and process of communication	Increased knowledge on the meaning of key processes and models of communication

3.	Planning promotional campaign. Stages, areas of analysis. Defining communication goals	Understanding basic terms and defining goals	Building awareness of the meaning of key terms and processes that lead to achieving goals
4.	Identifying communication opportunities and gaps.	Developing skills of critical thinking	Increased knowledge and skills of analytical thinking
5.	Consumer knowledge, attitude and behaviour. Building customer experience. Segmenting and defining target groups.	Deepening knowledge on consumer behaviour	Increased knowledge and skills of analytical thinking
6	Positioning. Criteria, process, types. Case study	Developing skills of creative thinking	Increased knowledge and skills of analytical thinking
7	Selecting PR/Advertising agency. Writing brief for ads agency. Case study.	Developing skills of analytical thinking	Increased knowledge and skills of analytical thinking
8	Steps in creating an advertising campaign. Message strategies. Means-end-chain model..	Developing skills of systematic and creative thinking	Increased knowledge and skills of analytical thinking
9	Advertising offline and online. Deciding on media. Critical analysis of commercials using means-end-chain model. Case study.	Developing skills of alternative and creative thinking	Increased knowledge and skills of analytical thinking
10	Communication online. Inbound and outbound marketing communication.	Developing skills of alternative and creative thinking	Increased knowledge and skills of analytical thinking
11	Using social media in effective communication.	Developing skills of selective and creative thinking	Increased knowledge and skills of analytical thinking
12	Sales and Trade Promotion – objectives and tools, developing sales-promotion programs online and offline. Case study.	Developing skills of analytical thinking	Increased knowledge and skills of analytical thinking
13	Public relations. Objectives, tools, procedures. in crisis situation. Cooperation with media.	Developing skills of analytical thinking	Increased knowledge and skills of analytical thinking
14	Ethical aspects of integrated marketing communication. Codes of conduct. Effectiveness of integrated marketing communication.	Developing skills of analytical and critical thinking	Increased knowledge and skills of analytical thinking

15	Final quiz	Testing the level of understanding the meaning, tools, methods of Integrated marketing communication	Ability to plan integrated marketing communication strategy
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Bibliography

Obligatory

1. Clow K. E., Baack, D. E. (2018), Integrated Advertising, Promotion and Marketing Communications, Global Edition, Pearson
2. De Pelsmacker P., Geuens M., (2021), Marketing Communications: A European Perspective, Pearson
3. Belch G. E., Belch M. A., Purani K., (2021), Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education

Recommended

1. Juska, J. M., (2017). Integrated Marketing Communication. Routledge, New York, <https://doi.org/10.4324/9781315526812>
2. Belch G. E., Belch M. A., Purani K., (2017), Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE), McGraw Hill Education
3. Article recommended by teacher

Entry requirements	Marketing - Foundations
Teaching methods	Lecture, class discussion, mini case studies, team working
Method of evaluation	Group presentations, class activity final quiz

Settlement of ECTS points

Forms of student work	Average number of hours for student work*	
Group presentation	25	
quiz	25	
Active participation in lectures	20	
Student work in total	Number of hours	ECTS points
	70	2
Contact hours (with the teacher)	Number of hours	ECTS points
	30	1
Practical-class work	Number of hours	ECTS points
	20	1

* one hour of classes = 45 minutes

Methods of evaluating the learning outcomes

Learning-outcome code	Methods of evaluation		
	Class team work	Group presentation	quiz
W1	X		X
W2	X		X
W3	X	X	X
U1		X	X
U2	X	X	X
U3	X	X	
K1	X		X
K2	X	X	
K3	X	X	