

## INTEGRATED MARKETING COMMUNICATIONS

<b>Course code</b>	<i>GRAV033</i>
<b>Course title</b>	<i>Integrated Marketing Communications</i>
<b>Type of course</b>	<i>Compulsory</i>
<b>Level of course</b>	<i>Graduate</i>
<b>Department in charge</b>	<i>Graduate school</i>
<b>Year of study</b>	<i>2<sup>nd</sup></i>
<b>Semester</b>	<i>1<sup>st</sup></i>
<b>Number of credits</b>	<i>6 ECTS; 36 hours of class work, 124 hours of self-study, 2 hours of consultations (distant or direct form)</i>
<b>Lecturer</b>	<i>Dr.Dominyka Venciūtė and Lect. Merkys Saukevičius</i>
<b>Prerequisites</b>	<i>none</i>
<b>Email of the lecturer</b>	
<b>Date of the course</b>	
<b>Form of studies</b>	<i>Consecutive (evening)</i>
<b>Teaching language</b>	<i>English</i>

### Annotation

Communication is a fundamental part of most marketplace transactions. In its purest form, price communicates the information necessary for a transaction. In most cases, however, marketers have to communicate more than just price in order to establish, sustain, and grow their business. So how does communication in the marketplace work? How can marketers succeed in nowadays increasingly digital and international communication environment? In order to address these important questions, this course aims to provide a deep understanding of marketing communication, both in terms of real-life application and as a field of scientific research.

Over the duration of the course, students will work in groups to develop a communication strategy for a real industry client. The lectures will provide inspiration for the group projects in two ways:

- 1) It discusses key theories and findings in communication planning and consumer psychology. These insights are applied in the communication strategy, but we will also pay close attention to theoretical and methodological challenges in these research areas.
- 2) We will meet guest speakers holding various key functions in marketing communication (e.g., on the agency side, the client side, the media side). These practitioners will provide insights into the daily business and the current challenges of marketing communication.

### Course Aims and Objectives

This course aims to provide students with a systematic knowledge and understanding of the core concepts of integrated marketing communications.

### Learning outcomes

<b>Course learning outcomes (CLO)</b>	<b>Study methods</b>	<b>Assessment methods</b>
CLO1. Understand how Integrated Marketing Communications fits into the overall marketing mix and marketing strategy.	Lectures, self study, group work	In-class exercises and assignments, article analysis, case studies, final exam
CLO2. Understand how the communications process fits into and works with consumer behaviour with emphasis on the consumer decision making process.	Lectures, self study, group work	In-class exercises and assignments, article analysis, case studies, final exam
CLO3. Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix.	Lectures, self study, group work	In-class exercises and assignments, article analysis, case studies, final exam

CLO4. Obtain a practical, real-world application of Integrated Marketing Communication theory.	Lectures, self study, group work	In-class exercises and assignments, article analysis, case studies, final exam
CLO5. Gain a critical awareness of best practice in reputation management and sponsorship on corporate context.	Lectures, self study, group work	In-class exercises and assignments, article analysis, case studies, final exam

### Quality Assurance Measures

The lecturer will apply multiple teaching methods to keep the students engaged in the topic (e.g. case studies, videos illustrating service marketing experiences and other learning material). Continuous student feedback throughout the delivery of the course will be encouraged and accommodated to continuously improve class experience and student performance.

### Cheating Prevention

Anti-plagiarism policy will be applied in compliance with the rules of the University.

### Course Content

Dates	TOPIC	CONTACT HOURS	READINGS
I	<b>Introduction to Marketing Communication &amp; Structure of a Marketing Communication Campaign:</b> <ul style="list-style-type: none"> <li>How to develop campaigns based on client briefings</li> <li>Creativity and the creative process</li> <li>Introducing the group assignment case</li> </ul>	4	
II	<b>Understanding consumer information processing:</b> <ul style="list-style-type: none"> <li>Psychological models of attention, perception, and memory</li> <li>Overt vs. covert attention</li> <li>Implicit vs. explicit memory</li> <li>How to gain attention? How to be memorable?</li> </ul>	4	
III	<b>Understanding how Marketing Communication works:</b> <ul style="list-style-type: none"> <li>Is there a unifying model of “how advertising works”?</li> <li>Hierarchy-of-effects models</li> <li>The elaboration-likelihood model</li> <li>Resisting persuasion: The persuasion knowledge model</li> <li>Non-conscious processing and persuasion</li> <li>Content marketing: Can virality be engineered?</li> </ul>	4	
IV	<b>Managing marketing communications:</b> <ul style="list-style-type: none"> <li>Media channels and planning</li> <li>Integrated marketing communications (IMC)</li> <li>Budgeting and measuring impact</li> </ul>	4	
V	<b>Message strategies:</b> <ul style="list-style-type: none"> <li>Cognitive, affective, conative</li> <li>Executional frameworks: Animation, authoritative, demonstration, dramatization, informative, fantasy, slice-of-life, testimonial</li> <li>Advertising appeals: Rationality, empathy, fear, humor, eroticism</li> </ul>	4	
VI	<b>Multisensory marketing communication</b> <ul style="list-style-type: none"> <li>Appealing to the senses in marketing communication</li> <li>Multisensory interactions</li> <li>Mental simulation</li> </ul>	4	

<b>VII</b>	<p><b>Persuasion in Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• Social influence techniques: Reciprocation, commitment, social proof, authority, liking, scarcity</li> <li>• How can we change entrenched attitudes?</li> <li>• Applications in real-life settings</li> <li>• BATNA model</li> <li>• Communicators most (un)successful actions</li> <li>• Art of asking questions</li> </ul>	<b>4</b>	
<b>VIII</b>	<p><b>Corporate Reputation and Sponsorship</b></p> <ul style="list-style-type: none"> <li>• the usefulness of public relations (PR) and its advantages and disadvantages</li> <li>• the symbiotic relationship between media organisations and firms</li> <li>• what makes a story newsworthy</li> <li>• what constitutes corporate reputation, and the advantages of having a good reputation</li> <li>• when corporate advertising should take precedent over product or service advertising</li> <li>• how corporate social responsibility (CSR) initiatives can enhance corporate reputation</li> <li>• what sponsorship is, its advantages, and how to use it effectively</li> <li>• what crisis communication is, and how to respond effectively to a crisis</li> <li>• how to use brand architecture to understand the relationship between corporate advertising and product or service advertising</li> <li>• how to plan and use PR, corporate advertising and sponsorship in a coherent way</li> </ul>	<b>4</b>	
<b>IX</b>	<p><b>Digital Marketing Communication:</b></p> <ul style="list-style-type: none"> <li>• the vast number of media options available</li> <li>• the difference between a medium and a vehicle</li> <li>• pros and cons for each of the media options</li> <li>• the different media terminologies used to measure audiences of programs and the logic behind their usage</li> <li>• that these measures are often about the media vehicles (programs) and not the ad.</li> <li>• Social influence</li> </ul>	<b>4</b>	

**Assessment methods:**

Task type	Self-study hours	% of final grade	Brief description
Communication Campaign Project	50	40%	Group of 4/5 students work on the communication campaign project
Article Analysis	25	20%	Group of 2 students: article analysis and reflection
Final (written) exam	49	40%	Individual written exam
	<b>124</b>	<b>100%</b>	

**Retake (written) exam 40% of final grade**

The Retake exam will replace the 40% of final grade corresponding to the Final Exam. The Retake Exam will have the same duration and will follow the same structure of the Final Exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

**Teaching methods:**

1. The course will consist of 4-hour blocks (see detailed timetable) taken up by lectures, discussion, and exercises.
2. The course is designed to achieve its aims through a combination of lectures and interactive case-study sessions. The lectures are designed to encourage active participation, collaborative and creative work, interactive communication and critical thinking.
3. The course is interactive and requires a high level of involvement from the students during the class sessions. Students are expected to come to class well prepared. Unless otherwise noted, please read the articles and /or cases before coming to class.

**Additional remarks:**

1. Proper classroom etiquette is expected at all times.
2. The class notes (slides) are the intellectual property of the teaching instructor. Students may not distribute or duplicate these notes without a written consent of the instructor.
3. Any uncompleted assignment will be awarded a zero grade.
4. All assignments must be completed on time. No postponement and/or retake of the assigned tasks shall be allowed.
5. Failing grades from the final exam and other assignments shall not be calculated and will equal '0'.
6. A student who fails the overall course has the right to retake the exam. A re-take exam shall consist of all course material and comprise 35% of the final cumulative grade. The acquired passing grades from all course assignments (except for the final exam) shall be summed up and a final cumulative grade shall be given.
7. A student shall have no right to re-take an exam after s/he has received a passing final grade.

**Compulsory readings**

The majority of the compulsory readings will come from the following textbook:

George Belch and Michael Belch (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw Hill.

Given that the course deals with a rather dynamic domain of knowledge, a certain proportion of the lecture and discussion material for the course will be delivered "just-in-time" (uploaded to e-learning or indicated for downloading from the Internet). This is intended to ensure up-to-date coverage of the course topics. Students should be committed to follow the e-learning system and observe uploaded course material on a daily basis. The instructor may assign additional articles, publications, interviews and studies published by top scholarly and practitioner journals.