

Academic Year: (2022 / 2023)

Review date: 11-05-2022

Department assigned to the subject: Business Administration Department

Coordinating teacher: MELNYK , VOLODYMYR

Type: Electives ECTS Credits : 6.0

Year : Semester :

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Fundamentals of business studies

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to marketing communication
2. Sensory marketing
3. Environment and Digital media
4. Marketing communication & Brand equity
5. Attitude change & Persuasion
6. Research methods in marketing communication
7. Targeting & Positioning
8. Creativity & Storytelling
9. PR & Corporate Social Responsibility
10. Media Planning & Evaluating
11. Marketing communication in global world

LEARNING ACTIVITIES AND METHODOLOGY

1. Lectures (theoretical classes)
2. Practical classes with discussion of the materials
3. Individual participation
4. Team presentations of case studies solutions
5. Team course project

ASSESSMENT SYSTEM

SE1. FINAL EXAM. In which the knowledge and the skills acquired throughout the course will be the global grading.
SE2. CONTINUOUS ASSESSMENT. In it, the works, presentations, performance in debates, class presentations, exercises, practices and homework throughout the course will be evaluated

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

- Belch George E. Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th edition; McGraw-Hill Education, 2020
- Clow, K.E. and Baack, D. Integrated Advertising, Promotion, and Marketing Communications, 8th edition. Pearson Education, 2019

ADDITIONAL BIBLIOGRAPHY

- Jason McDonald Ph.D. Google Ads (AdWords) Workbook: Advertising on Google Ads, YouTube, & the Display Network (2020 Edition) (English Edition), JM Internet Group, 2020