

Academic Year: (2023 / 2024)

Review date: 02-06-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: DE VRIES , ELINE LOUISE ELISABETH

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

Extraordinary call:

Students who do not pass the subject in the ordinary call will have an extraordinary call to pass:

1. If the student followed the continuous evaluation: the qualification will be the one established in the subject program of the ordinary call. However, the student will have the right to be qualified only with the grade obtained in the final exam if this is more favourable.
2. If the student did not follow the continuous evaluation: the grade will be the one obtained in the final exam. However, the teacher may authorize the delivery of the continuous assessment exercises in the extraordinary call, evaluating in such a case in the same way as in the ordinary call.

% 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