



Course Code MBA-718	Course Title Marketing Communications	ECTS Credits 7.5
Department School of Business	Semester Fall, Spring, Summer	Prerequisites MBA-667
Type of Course Elective	Field Marketing	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 2 nd	Lecturer(s) Dr Demetris Vrontis
Mode of Delivery face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

- Provide an overview of the key principles of marketing and marketing communications
- Appreciate the theoretical knowledge underlying marketing communications and IMC (Integrated Marketing Communications) practice
- Demonstrate all marketing communication issues and tools
- Understand of the consumer differences in markets, their effect on integrated marketing communications
- Illustrate of how the marketing communication tools can be applied in practice
- Appreciate the importance and role of marketing communications in the overall marketing plan
- Design communication campaigns

Learning Outcomes:

1. Provide an understanding of the position that marketing communications hold within the wider organizational marketing processes
2. Demonstrate the importance and role of marketing communications in marketing and marketing planning
3. Provide the theoretical background and practical skills that are necessary for communicating effectively through the utilisation of all available resources
4. Give the student a high-caliber folio of specific techniques and methods in marketing communication for application in variable real life situations and conditions
5. Focus on specific communication tools like Advertising, Sales Promotions, Direct Marketing, Public Relations etc and integrate these in ways which enhance the dynamic function of a corporation in the market, while at the same

- time create and maintain a strong branding strategy
6. Discuss the nature and use of the various communication tools and advertising media (television, radio, newspapers, magazines, and out-of-home) in the advertising campaign
 7. Design a promotional campaign and design and develop a promotional tactical advertisement (including print, audio or visual methods).
 8. Adopt an approach to marketing communications which can assist in its assimilation to the student's business knowledge and in the student's ability to practically apply it both comprehensively and productively.

Course Contents:

1. Introduction to Marketing
2. Introduction to Marketing Communications Theory
3. Promotional Tools
4. Advertising
5. Sales Promotion
6. Public Relations
7. Direct Marketing
8. Sponsorship
9. Exhibitions
10. Packaging
11. Word of mouth
12. Branding
13. Introduction to Selling (Defining selling, Selling and its importance and image)
14. Supporting material:
15. The Sales Force / Salespeople (The Sales Force's Functions and Tasks, The Sales Force's Role in Relation to Other Functions, The Qualifications and Personal Attributes of salespeople)
16. The Sales Interview (Sales Responsibilities and Preparation, The Sales Interview)
17. Objections
18. Negotiation (Preparing for negotiation, Buyers' Negotiation Techniques, Body language)
19. The Buyer and Consumer Behaviour (the Decision Making Process, Factors Influencing Consumer Behaviour)
20. Services Marketing Communications
21. Marketing Planning and Marketing Communications

Learning Activities and Teaching Methods:

This encompasses lectures, discussion, key note speakers, in class exercises, case study analysis in class and for final exam, company/industry based

projects, reading (books, journal articles), home work

Assessment Methods:

Assignment, presentation, final exam

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Fill, C.	Marketing Communications. Engagement, Strategies and Practice	Prentice Hall	2006	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Kitchen, P.	Marketing Communications: Principles and Practice	Thomson Learning	2001	