



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-718	Marketing Communications	7.5
Prerequisites	Department	Semester
MBAN-667	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Prof. Demetris Vrontis	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- 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 promotional 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:

After completion of the course students are expected to be able to:

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 Content:

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. 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 / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Communications. Engagement, Strategies and Practice	Fill, C.	Prentice Hall	2006	Fill, C.

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Communications: Principles and Practice	Kitchen, P.	Thomson Learning	2001	Kitchen, P.