



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-752	Marketing Communications	6
Prerequisites	Department	Semester
MBAN-650	School of Business	Fall, Spring
Type of Course	Field	Language of Instruction
Concentration	Marketing	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Ioanna Papasolomou	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.

“Details on the contribution of the course’s learning outcomes towards the learning goals / competencies and learning objectives of the programme are included in the curriculum map of each programme”.

Course Content:

- Introduction to Integrated Marketing Communications Theory
- Branding
- Marketing Communications Process
- Advertising
- Public Relations
- Sponsorship, Exhibitions / Trade Fairs
- Direct Marketing
- Brand Activation
- Online Communications
- Media Planning
- Measuring Campaign Effectiveness Packaging
- Ethical Issues in Marketing Communications

Learning Activities and Teaching Methods:

- Faculty Lectures and Guest-Lectures Seminars
- Directed and Background Reading
- Academic Paper Discussion
- Case Study Analysis
- Group Project
- Student-led Presentations

Assessment Methods:

Assignment, presentation, final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Communications: a European perspective, 6 th Edition	De Pelsmacker, P., Geuens, M. and Van Den Bergh, J.	Pearson	2018	10: 129213576X

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Communications: Principles and Practice	Kitchen, P.	Thomson Learning	2001	9780273717225
Marketing Communications: Engagement, Strategies and Practice 4th edition	Fill, C.	Prentice Hall	2006	9780273687726

ACADEMIC JOURNALS

- Journal of Marketing
- Journal of Marketing Research
- European Journal of Marketing
- Journal of Marketing Communications
- Journal of Marketing Management
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising