


UNIVERZITET U NOVOM SADU
UNIVERSITY OF NOVI SAD

Course unit Descriptor	Faculty of Economics Subotica	
		
GENERAL INFORMATION		
Study program in which the course unit is offered	Economics	
Course unit title	Marketing communications	
Course unit code	OS-412	
Type of course unit ¹	Compulsory	
Level of course unit ²	First	
Semester when the course unit is offered	Second	
Year of study (if applicable)	Fourth	
Number of ECTS allocated	6	
Name of lecturer/lecturers	Ines Djokic	
Mode of course unit delivery ³	Face-to-Face	
Course unit pre-requisites (if any)	-	
PURPOSE AND OVERVIEW (max 5-10 sentences)		
<p>The process of communicating customer value is of utmost importance for companies that apply marketing business philosophy. In modern business conditions it is particularly complex to communicate with the target audience in an appropriate way. Hence the knowledge and skills that are acquired in the subject Marketing communication are necessary for understanding modern business environment and adequate treatment in it. The goal is to provide students with appropriate theoretical knowledge, as well as the skills related to the managing marketing communications activities.</p>		
LEARNING OUTCOMES (knowledge and skills)		
<p>The student will obtain the appropriate theoretical knowledge, as well as the skills related to the managing marketing communications activities with the goal of acquiring new and retaining current customers.</p>		

¹ Compulsory, optional

² First, second or third cycle (Bachelor, Master's, Doctoral)

³ Face-to-face, distance learning, etc.

SYLLABUS (outline and summary of topics)

Theory

I Introduction to IMC

- Overview of IMC
- Brands and IMC
- Companies and IMC

II Components of IMC

- Traditional advertising
- Traditional promotion
- New media and other IMC options
- Direct marketing and channels marketing

III IMC messages

- Message processing
- Creative execution

IV The IMC plan

- Planning considerations
- The IMC planning process
- Finalizing and implementing the IMC plan

Practice

Case studies and research on above listed topics

LEARNING AND TEACHING (planned learning activities and teaching methods)

Ex-catedra teaching, discussions, case-studies, presentations, group research work, tests.

REQUIRED READING

PERCY, L: STRATEGIC INTEGRATED MARKETING COMMUNICATIONS, Routledge, 2014.

ASSESSMENT METHODS AND CRITERIA

The distribution of the number of points student obtains and corresponding marks are given below:

- Less than 51 points – mark 5 (unsatisfactory)
- 51-60 points – mark 6,
- 61 – 70 points – mark 7,
- 71 – 80 points – mark 8,
- 81 – 90 points – mark 9,
- 91 – 100 points – mark 10.

For obtaining satisfactory mark, a student must have at least 51% of pre-exam and at least 51% of exam points.

LANGUAGE OF INSTRUCTION

English