

## DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Integrated Marketing Communications
Name of the subject in English:	Integrated Marketing Communications
Credit value of the subject:	3
The code of the subject in the electronic study system:	BN-INTMKA-03-EA
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	[Principles of Marketing (fulfillment)]

### THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The Integrated Marketing Communication (hereinafter: IMC) course aims to provide students with the knowledge and understanding of the main issues related to the planning, implementation and evaluation of communication campaigns, and to identify the most typical strategies for IMC campaigns. By completing the course, students will be able to use marketing communication tools not only at a theoretical level but also at a practical level, and to plan and design advertising and marketing campaigns effectively, and to analyse and evaluate them, e.g. by using SWOT analysis, Kotler's 5M, CSM, 7P, 7C and the Public Relations orientations.

### SUMMARY OF THE CONTENT OF THE SUBJECT

During the semester, students will learn the main features of Integrated Marketing Communication, the rules of its development, the most important tools and elements, and learn how to use them. In the first part of the course, the necessity, conceptual approaches, levels and objectives of communication will be presented in detail. Closely linked to this is the second major topic, which deals with the importance of hierarchy of effects models and the structure and design of advertising and marketing campaigns. The final part of the course will focus on the strategic planning steps of communication, such as: advertising campaign, message, media, measurement, brief, and the application of 7P and 7C analysis. By the end of the semester, students will have a comprehensive understanding of the IMC, which will enable them to design the key elements of a more simple campaign and to analyse them using the 7P and 7C methods.

### STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students should first learn about the main purpose of the IMC, the principles of its operation and the methods used to set it up. After learning about the different strategic plans and campaigns, students will also be able to express their views in a short marketing discussion based on pre-defined topics. To successfully complete the course, students will be required to write two written exams.

### EVALUATION OF THE SUBJECT:

A total of 100 points can be earned during the semester, divided according to the following tasks:

- 1) [Formative, optional task] Summary of the Marketing Discussion: +10 points  
- For the content part, a minimum of 1 - maximum of 3 pages must be submitted, which must be written according to the formal requirements of the thesis.

- It must be uploaded to Coospace at any time during the semester, no extra points will be given for it during the exam period.

2) [Summative] Written exam I.

Max. possible points available: 50 points (lecture)

- Written assignment consisting of several types of questions and topics, based on the material covered in class and the required literature.

- The exam must be completed in 60 minutes.

- The written examination will be marked on a five-point scale as follows:

- Excellent: 45-50 points
- Good: 39-44 points
- Satisfactory: 33-38 points
- Pass: 25-32 points
- Fail: 0-24 points

3) [Summative] Written exam II.

Max. possible points available: 50 points (lecture)

- Written assignment consisting of several types of questions and topics, based on the material covered in class and the required literature.

- The exam must be completed in 60 minutes.

- The written examination will be marked on a five-point scale as follows:

- Excellent: 45-50 points
- Good: 39-44 points
- Satisfactory: 33-38 points
- Pass: 25-32 points
- Fail: 0-24 points

Offered grade can be given: Yes.

**OBLIGATORY READING LIST:**

- Juska, Jerome M.: *Integrated marketing communication : advertising and promotion in a digital world.* , 2022

**RECOMMENDED READING LIST:**

- *Market research in practice : an introduction to gaining greater market insight.* Kogan Page, 2016
- Clow, Kenneth E: *Integrated advertising, promotion, and marketing communications.* Pearson, 2021