

Marketing Communications

Autumn 2016 Semester

2016 - 2017

Course Syllabus

School of Economics and Management

Department of Part-time Programmes

Commercial Economics Programme

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| Author | Nerko Hadziarapovic revisited version by Randy Bundel |
| Lecturers | Nerko Hadziarapovic (course leader), n.hadiarapovic@hva.nl ; Phone: 0624566094 |
| Programme Manager | Mrs. Hans Seubring-Vierveyzer |
| Course Code | 3100MCON13 |
| Study points | 30 ECs |
| Academic Year | 2016 – 2017 |
| Course website on DLWO | https://dlwo.dem.hva.nl/studiedelen/3100MCON13/1516-1/Paginas/default.aspx |

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Appendices Fout! Bladwijzer niet gedefinieerd.

1. About the course

This syllabus is for students in the part-time programme of Commercial Economics who participate in the Marketing Communications semester course. This course is a compulsory course for Commercial Economics students, but it can also be taken as a elective minor course.

This document contains the description and outline of the Marketing Communications course:

- course objectives,
- course schedule,
- Description of the exams and assignments.

* Please note that the detailed descriptions and further instructions and requirements will be handed out in class.

Course objectives

The aims of this course are to give the participants, a working knowledge and knowhow about and of the marketing communications strategies and techniques including *online, digital and e-marketing*. The course has a strong international orientation, is taught mainly in English and includes an international project and international case studies.

At the end of the course the participants will be able to apply the expertise to real business cases and be competent in developing marketing communication strategies as well as planning and execution (implementation).

Personal Professional Development

This course also includes an international project where you will develop your skills in working in a virtual team and intercultural sensitivity. In terms of professional development you will develop the following competencies in this course:

- Marketing communication expertise
- Communication skills in English
- Intercultural sensitivity
- Innovative Capacity
- Result orientation

Use this course to develop your professional competencies and build your Personal Professional Development (PP 2.0) Portfolio. Make sure you get feedback from your team members, fellow students and your lecturers.

Entry requirements

As mentioned above the Marketing Communication course is taught entirely in English. Therefore, your English should be at upper intermediate level and completion of either the English BEC Vantage course or modules English 1 and 2 is required.

Furthermore, given the focus on research and consumer behaviour in this course, you should have completed all requirements of the first year Market Research semester course.

Possibilities for exemption via EVC

If you feel that you can already competently perform the professional activities to be studied in this semester and that you already possess the competencies to be acquired, you may be eligible to apply for an EVC exemption. EVC stands for 'Erkennen van Verworven Competenties' (recognition of competencies acquired) and is aimed at evaluating your work experience by means of a portfolio and an assessment interview. You will be given the opportunity to demonstrate that you meet the requirements stipulated for this semester using items of evidence in your portfolio. If your EVC application is approved, you will be awarded the academic credits for this semester, without your having to take this part of the program. You can find more information about the procedure and an application form at: evc.economie@hva.nl.

2. Course Programme

Course schedule

The course takes place in one semester; from September 2016 to January 2017. Lectures will be held on Tuesday and Thursday evenings and on Saturdays. From January there will be a second semester in which the same module will be given.

Guest lectures

There will also be guest lectures on specific topics, which will be held either on Tuesday / Thursday evenings or on Saturdays. Attendance is compulsory, as the topics will be included in the exam and need to be dealt with in your assignments.

Suggested course schedule

Below is a provisional semester schedule. A detailed course schedule will be discussed and posted online at the start of the semester. Study the **Academic Year Planning 2016-2017** on the DLWO website.

Term 1

| Semester Week | Topics | Preparation |
|---------------|--|--|
| 1 | <ul style="list-style-type: none"> Course introduction and semester overview International Project: introduction and team formation | Syllabus |
| 2 | <ul style="list-style-type: none"> Corporate Communication Brand Management International Project: planning | 📖 chapters 1 - 2 📖📖 chapters 1 Team formation Brand, product selection |
| 3 | <ul style="list-style-type: none"> Research into Consumers and Products International Project presentation: status report 1 | 📖 chapters 3-4 📖📖 chapters 2 International Project: status report 1 Product / Brand / Company Analysis |
| 4 | <ul style="list-style-type: none"> IMC Planning Process 1 International Project presentation: status report 2 | 📖 chapters 5 - 6 📖📖 chapters 3 International Project: status report 2 Consumer / Buyers Behaviour |
| 5 | <ul style="list-style-type: none"> IMC Planning Process 2 International Project presentation: status report 3 | 📖 chapters 7-8 📖📖 chapters 4 International Project: status report 3 Competitive Analysis / Environmental Analysis |
| 6 | <ul style="list-style-type: none"> IMC Advertising Management International Project presentation: status report 4 Marketing Communications Paper introduction | 📖 chapters 9-10 📖📖 chapters 5 International Project: status report 4 Segmentation / Targeting / Positioning / Marketing Communication Target Groups |
| 7 | <ul style="list-style-type: none"> Advertising Design Creative Development International Project presentation: status report 5 | 📖 chapters 11-12 📖📖 chapters 6 International Project: status report 5: Marketing Communication Objectives and Strategy / Marketing Communications Paper Proposal |
| 8 - 10 | Exam Period no classes | |

Term 2

| Semester Week | Topics | Preparation |
|---------------|--|---|
| 11 | <ul style="list-style-type: none"> International Project presentation: status report 6 Media Planning | 📖 chapter13 📖📖 chapters 7 International Project: status report 6: Creative Strategy, IMC Mix / Provisional Budget |
| 12 | <ul style="list-style-type: none"> Evaluation Research International Project presentation: status report 7 | 📖 chapter 15 📖📖 chapters 8 International Project: status report 7 Media Planning and Campaign Implementation |
| 13 | <ul style="list-style-type: none"> Ethics and Regulations International Project presentation: status report 8 | 📖 chapter 14 📖📖 chapters 9 International Project: status report 8 Evaluation Programme |
| 14 | <ul style="list-style-type: none"> International Project Campaign Presentations | 📖📖 chapter 10 International Project Campaign presentations (AKA The Pitch) |
| 15 | <ul style="list-style-type: none"> International Project | 📖📖 chapter 11 |
| 16 | <ul style="list-style-type: none"> Marketing Communications Paper Presentations Exam Practice | 📖📖 chapters International Project: International Comparison and Project Evaluation Report |
| 17 | <ul style="list-style-type: none"> Marketing Communications Paper Presentations Marketing Communication Strategy and Campaign Presentation (The Pitch) | |
| 18 | <ul style="list-style-type: none"> Written Exam | |
| 19 | <ul style="list-style-type: none"> | |
| 20 | <ul style="list-style-type: none"> Feedback | |

📖 *Integrated Advertising, Promotion and Marketing Communications, Clow and Baack*

📖📖 *Global Marketing and Advertising Understanding Cultural Paradoxes, Marieke Mooij, Fourth Edition, Sage Publications*

Course materials

The course material consists of two textbooks and articles from trade journals and databases in the HvA Digital Library. Also the website <http://onlinemarketingin60minutes.com/> will be used for the lectures and extra information about the online marketing.

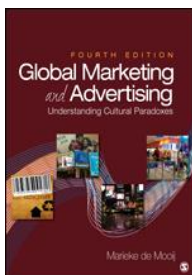
The course material will be used intensively during this course. You are expected to bring your textbooks to class.

There will be required reading and homework assignments from both textbooks and articles. You will also be tested on material from the textbooks and any additional reading material discussed in class.

Textbooks



Integrated Advertising, Promotion and Marketing Communications Global Edition, 6 Edition, Kenneth Clow, Donald Baack, Pearson
ISBN: 9780273786986 -



Global Marketing and Advertising, Understanding Cultural Paradoxes, 4th Edition, Marieke de Mooij, Sage Publications
ISBN: 9781452257174

Buy these books from:

- Studystore: www.studystore.nl
- Bol.com: www.bol.com
- Bookdepository: www.bookdepository.co.uk

Journals and Databases

Find additional material in the [HvA Library](#):

- **WARC (World Advertising and Research Centre)**
- **Harvard Business Review**
- **Adformatie**
- **Campaign UK**
- **Advertising Age**
- **Euromonitor**

3. Testing, assessment, reviews and feedback

On completion of this semester course you can earn 30 ECs. Below is an overview of the exams, project deliverables and assignment in this course.

| Exams, deliverables, assignments | Ind. / Group | SIS Catalogue No. | Code | ECs |
|--|--------------|-------------------|------|-----|
| MN1- Marketing Communication written exam | Individual | 3113MN1_TS | MN1 | 5 |
| MN2- Marketing Communication International Project | Group | 3113MN2_PD | MN2 | 10 |
| MN3- Marketing Communication Campaign | Group | 3113MN3_PD | MN3 | 10 |
| MN4- Marketing Communication Paper | Individual | 3113MN4_PA | MN4 | 5 |

Written Exam

Open-book case study exam

At the end of the first term there will be a written exam. The exam will be in the form of an open-book case study exam. You will be given a case study in English and will be asked to perform several professional tasks. At the written exam you should **demonstrate**:

- A **deep understanding** of the concepts, theories and models of **Marketing Communications**
- The ability to **apply** these to a realistic case
- **Professional expertise**, i.e. **analytical, problem solving, conceptual thinking** and **judgement** skills
- English **communication** skills (comprehension, argumentation, reasoning etc.)

Exam Review and Feedback

Exam review and feedback sessions will be held in semester week 20.

Course deliverables: projects and assignments

You will apply your marketing communication expertise in projects and assignments. This will help you to gain a deep understanding of the marketing communication concepts, theories and models. The course deliverables are:

- **International project (team project)**: developing a marketing communication campaign in collaboration with an international team and researching, analysing and benchmarking cultures
- **Marketing Communication Campaign (team project)**: developing a marketing communication strategy and campaign for a selected brand
- **Marketing Communication paper (individual assignment)**: writing an academic essay on a selected marketing communication topic.

Detailed instructions and deadlines for the course deliverables will be given in class.

Assessment criteria

In the appendix and on the DLWO course website you'll find the assessment forms which shows the assessment criteria applied to the course deliverables. You are expected to demonstrate result orientation in your project management, present weekly status updates in class and act on feedback.

Please note that failure to meet deadlines will seriously affect your grade. Although you'll be working in a team, you will be assessed on your individual performance and contribution to the team effort and your visibility in the project.

Get Feedback for your Personal Professional Development Portfolio

Ask for feedback on your performance from your team members and lecturers to include in your Personal Professional Development Portfolio.