

Course detail

Course title in language of instruction	Marketing Communication (MKa)
Number of ECTS credits allocated	2
Provided by	Department of Economics
Study plan	Finance and Management, Travel and Tourism

Annotation

Marketing Communications is a term which is dealing with communications of commercial and non-commercial messages to the market through marketing communications channels. The aim of the course is to introduce students with the theory of basic forms of marketing communications. During the course students will be familiar with concepts such as advertising, personal selling, sales promotion, public relations and many more. The course focuses on the practical application of marketing tools. Students will study case studies and actively participate in the course.

Requirements for the credit:

passing a written test and active participation in seminars. The course is finished with exam. During the semester students will work on a seminar paper on a topic to be determined in the first lesson. They are allowed two absences in the seminars.

Grading scale:

A 91-100

B 82-90

C 73-81

D 64-72

E 55-63

Recommened and required reading:

- PELSMACKER, P., GEUENS, M., BERGH, J. Foundations of Marketing Communications: A European Perspective. New York: Financial Times/Prentice Hall, 2005. ISBN 978-0273703860.
- PERCY, Larry. Strategic integrated marketing communications. London: Routledge, 2014. ISBN 9780415822091.
- DU PLESSIS, Erik. The advertised mind: groundbreaking insights into how our brains respond to advertising. Kogan Page Publishers, 2005. ISBN 978-0749443669.