

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

INTRODUCTION TO MARKETING COMMUNICATION

Studies: Management

II cycle studies
 Excellence in Management
 Specialty: Modern Communication In Business

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	2	20	16	3

Course description:

The Study Programme on Introduction to Marketing Communication serves as a comprehensive introduction to the fundamental principles and strategies involved in communicating messages effectively to target audiences. It lays the groundwork for understanding how businesses and organizations communicate their offerings, values, and brand identity to consumers. The curriculum begins by exploring the foundational theories and models that underpin marketing communication. It delves into the significance of understanding consumer behavior, market trends, and the role of communication in influencing purchasing decisions. Moreover, the program covers a wide array of communication channels utilized in the modern marketing landscape. From traditional advertising and public relations to digital marketing, social media, and content creation, students gain insights into various mediums through which messages are disseminated. A crucial aspect of the program is audience analysis. Students learn to conduct market research, segment audiences, and develop targeted communication strategies to effectively engage different consumer groups. Furthermore, the curriculum focuses on message development, emphasizing the creation of compelling and persuasive content. This includes storytelling techniques, brand narratives, and content creation that resonates with the target audience, regardless of the platform used. Media planning and strategy formulation are also central to the program. Students explore how to allocate budgets, select appropriate media channels, and develop comprehensive strategies to ensure effective delivery of marketing messages. Lastly, the program highlights the importance of evaluation and analytics in assessing the success of marketing communication initiatives. Students learn how to measure campaign effectiveness, analyze data, and derive insights for continuous improvement. The course is filled in with many case studies and practical examples of introduction problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. **Fundamental Understanding:** To provide students with a foundational understanding of marketing communication principles, theories, and practices.
2. **Communication Channels:** To familiarize learners with various communication channels such as advertising, public relations, digital marketing, and branding.
3. **Audience Analysis:** To develop skills in analyzing target audiences, understanding their behavior, and crafting effective communication strategies tailored to their needs.
4. **Message Development:** To educate students on message creation, storytelling, and content development that resonate with target audiences across diverse platforms.
5. **Media Planning and Strategy:** To introduce concepts of media planning, budgeting, and strategy formulation for effective marketing communication campaigns.
6. **Evaluation and Analytics:** To emphasize the importance of assessing the effectiveness of marketing communication initiatives through analytics and evaluation metrics.

Teaching the functions and role of introduction to marketing communication for

contemporary market entities, developing skills in solving introduction problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on introduction to marketing communication problems. Training of social competences related to collective problem solving and preparing and introducing all stages of introduction in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

The Study Program on Introduction to Marketing Communication serves as a comprehensive introduction to the fundamental principles and strategies involved in communicating messages effectively to target audiences. It lays the groundwork for understanding how businesses and organizations communicate their offerings, values, and brand identity to consumers. The curriculum begins by exploring the foundational theories and models that underpin marketing communication. It delves into the significance of understanding consumer behavior, market trends, and the role of communication in influencing purchasing decisions. Moreover, the program covers a wide array of communication channels utilized in the modern marketing landscape. From traditional advertising and public relations to digital marketing, social media, and content creation, students gain insights into various mediums through which messages are disseminated. A crucial aspect of the program is audience analysis. Students learn to conduct market research, segment audiences, and develop targeted communication strategies to effectively engage different consumer groups. Furthermore, the curriculum focuses on message development, emphasizing the creation of compelling and persuasive content. This includes storytelling techniques, brand narratives, and content creation that resonates with the target audience, regardless of the platform

used. Media planning and strategy formulation are also central to the program. Students explore how to allocate budgets, select appropriate media channels, and develop comprehensive strategies to ensure effective delivery of marketing messages. Lastly, the program highlights the importance of evaluation and analytics in assessing the success of marketing communication initiatives. Students learn how to measure campaign effectiveness, analyze data, and derive insights for continuous improvement.

Main topics:

1. Fundamentals of Marketing Communication
2. Communication Channels in Marketing
3. Audience Analysis and Segmentation
4. Message Development and Content Creation
5. Media Planning and Strategy in Marketing
6. Evaluation and Analytics in Marketing Communication

Literature

Main texts:

1. Smith, John - "Marketing Communication Essentials: Principles and Practices" - ABC Publishing - 2018
2. Patel, Neha - "Digital Marketing Communication Strategies" - XYZ Press - 2017

Additional required reading material:

1. Lee, Christopher - "Audience Analysis in Marketing Communication" - LMN Books - 2018
2. Garcia, Sofia - "Effective Message Development for Brands" - QRS Publishers - 2018
3. Wang, Li - "Media Planning and Strategy in Marketing Communication" - NOP Company - 2018
4. Chen, David - "Marketing Communication Evaluation: Metrics for Success" - RST Publications - 2017

Rules of the exams on subject (Assessments)

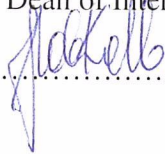
Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



AKADEMIA GÓRNOŚLĄSKA
im. Wojciecha Korfańtego w Katowicach
ul. Harcerzy Września 1939 nr 3
40-659 Katowice
tel. (32) 35 70 643, NIP 954 00 07 281
www.akademiagornoslaska.pl (192)