**Integrated Marketing Communication and Digital Media**

1. **Annotation:** The aim of this course is to provide students with an overview of the concept of integrated marketing communication, and to enable them to think critically and conceptually and practically successfully implement integrated marketing communication with an emphasis on digital communication and marketing activities.
2. **Start and end dates of course implementation:** First week of October – December 22nd
3. **Volume by credits and hours:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Volume by ECTS credits | Synchronous activities,  hours | Asynchronous activities,  hours | Total,  hours | Assessment |
| 3 | 45 | 30 | 75 | Cumulative assessment |

**4. Learning outcomes of the subject:**

By successfully mastering the course, students will be able to:

1. Understand the process of integrated marketing communication

2. Critically evaluate different communication tools

3. Evaluate the influence of different stakeholders in the process of integrated marketing communication

4. Organize multidisciplinary teams in the implementation of the communication process

5. Develop an integrated marketing campaign

6. Get new insights in integrated digital marketing communication

**5. Course plan:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No. | Titles of the main topics | Synchronous activities,  hours | Asynchronous activities,  hours | Total, hours |
| 1. | The role of integrated marketing communication | 2 | 1 | 3 |
| 2. | Stakeholders in integrated communication | 1 | 1 | 2 |
| 3. | Factors of efficient digital communication | 1 | 1 | 2 |
| 4. | The impact of communication on consumer behaviour | 1 | 1 | 2 |
| 5. | Communication strategies | 1 | 1 | 2 |
| 6. | Advertising | 1 | 1 | 2 |
| 7. | Public relations | 1 | 1 | 2 |
| 8. | Digital media relations | 2 | 1 | 3 |
| 9. | Relationship marketing | 1 | 1 | 2 |
| 10. | Estimates and success valorisation | 1 | 1 | 2 |
| 11. | Legal and ethical issues | 1 | 1 | 2 |
| 12. | Trends in digital marketing communication | 2 | 2 | 4 |
| **Total contact hours:**  **(Synchronous ans Asynchronous)** | | 15 | 15 | 30 |
| |  | | --- | |  | | **Total student independent study and activity hours:** | | | 24 | 24 | 48 |
| **Grand total (total hours per subject)** | | 39 | 39 | 78 |

**6. Self-study assignment(s):**

Methods of assesing quality

* An anonymous opinion poll will be conducted among students for the purposes of the quality assessment of course contents and course instructor (each semester using the EduNET IT system).
* Monitoring and analysing the quality of classes taught in accordance with the Ordinance on Professional Study and the Ordinance on the Quality Assurance System.

Monitoring and analysing course content quality in accordance with the estimation by the Expert Council.

**7. Assessment system of students’ achievements: cumulative assessment:**

|  |  |
| --- | --- |
| **Grade type** | **Percantage** |
| 1. Attendance and activity | 20 % |
| 2. Midterm-exam | 0 |
| 3. Midterm-exam | 0 |
| 4. Student paper and presentation | 30 % |
| Final exam during the exam period | 50 % |
| **Total points (lectures + exams)** | **100** |

**9. Literature**

1. Kliatchko Jerry G. (2020): *Integrated Marketing Communication, Putting the Human Person at the Core*, Cambridge Scholars.
2. *Routledge Handbook of Digital Media and Communication* (2021), 1st Edition, Edited By Leah A. Lievrouw, Brian D. Loader.
3. Alessandro Delfanti, Adam Arvidsson (2019): *Introduction to Digital Media*, John Wiley & Sons, Inc.
4. Simon Kingsnorth (2016): *Digital Marketing Strategy: An Integrated Approach to Online Marketing* 1st Edition
5. Feldman, TONY (2003): *An Introduction to Digital Media*, Taylor&Francis.
6. Pulizzi, J.: Epic *Content Marketing*, Mcgraw Hill Education, 2014.
7. Simon Kingsnorth: *Digital Marketing Strategy: An Integrated Approach to Online Marketing* 1st Edition, 2016.
8. Ryan, D. and Jones, C.: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, 4th edition (2016.)