



COURSE OUTLINE WS 2022

KU MARKETING-COMMUNICATIONS 1 (THEORIE) **Minor/Major Marketing and International Marketing**

LV-Nr. 040 252 (LV-Group 2)

Wednesday 11:30– 13:00 CET time | HS 15
(2 SSt, 4 ECTS)

Dr. Ifigeneia Leri

Office Hours: Appointment via mail

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1. Target audience

Students of Minors/Majors in Marketing and International Marketing.

2. Prerequisites

Good knowledge of English, knowledge of principles in Marketing (recommended).

3. Course objectives

The course seeks to critically study key concepts and theories associated with marketing communications. Also, it aims to present the variety of ways in which organisations use marketing communications, as well as the reasons behind marketing communications activities. Practical examples and main topics of scientific publications complement the theoretical background.

4. Assessment

Performance in the course will be assessed as follows:

- | | |
|-----------------|-----------|
| • 1 pop-up quiz | 20 Points |
| • Midterm Exam | 35 Points |
| • Final Exam | 45 Points |

The pop-up quiz will consist of twenty multiple choice questions and the Midterm Exam will consist of 35 multiple choice questions. The multiple-choice questions will be scored as follows: correct answer = 1, no/wrong answer = 0.

The final exam will contain 20 multiple choice questions and two essay-type questions, all of which need to be answered. Both the midterm exam and the final exam will be based on the textbooks, additional readings and material covered in the various sessions.

The grading system looks as follows: 0 to 49% - grade 5, 50 to 59% - grade 4, 60 to 69% - grade 3, 70 to 79% - grade 2, 80 to 100% - grade 1. Students who fail must repeat the entire course (and must register in the usual way next time the course is offered). No opportunities for make-ups will be offered.

5. Registration and attendance

Both the course and the exams are in English. Students wishing to take this course must register via u:space during the registration period. The maximum number of participants is 50. The course classes take place on site.

Registered students who, for whatever reason, are not able to take the course must de-register electronically. The latest date by which the course can be dropped is October 11th. Students who decide to drop the course after this deadline will be graded with 5 (failed).

Attendance is compulsory throughout the semester; more than three absences will automatically result in a “Failed” grade.

By registering for this course, you agree that the automated plagiarism software Turnitin processes and stores your data (i.e. project work, seminar papers, exams, etc.). Registered students who, for whatever reason, are not able to take the course must deregister electronically.

Students should also regularly check our homepage for any changes in dates/times or locations.

6. Schedule

Session	Date	Topic	Reading: Chapters
1	October 5	Course Introduction Introducing Marketing Communications	1
2	October 12	Communication Process and Word-of-mouth Communications	3
3	October 19	Consumer Behaviour and Marketing Communications	4
4	November 9	How Marketing Communications Work, Technological Influences and Ethical Issues on Marketing Communications	6 & 2
5	November 16	Marketing Communications: Strategies, Planning and Objectives	7 & 8
6	November 23	Midterm Exam HS 14 Oskar-Morgenstern-Platz 1, 2.Stock	
7	November 30	Integrated Marketing Communications	12
8	December 7	Advertising	13
9	December 14	Messages and Creativity	19
10	January 11	Media and Media Planning	20, 21 & 22
11	January 18	Public Relations Brand Placement	14 & 18
12	January 25	Final Exam HS 15 HS 9 Oskar-Morgenstern-Platz 1, 1.Stock	

7. Course Books and Readings

Required textbook

- (1) Fill, C., Turnbull, S. (2019): Marketing Communications: touchpoints, sharing and disruption, 8th ed., Pearson Education.

Reading List:

In addition to the text books, selected journal articles may be used to further support students' understanding of marketing communications. These articles will be placed on Moodle and students informed accordingly.

Reading the textbook chapters as well as the selected research papers is an essential part of the course (especially as preparation for the sessions!) and as important as attending lectures.

Further information will be given in the Introduction session!