



## COURSE OUTLINE SS 2022

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

LV-Nr. 040 252 – Group 1 + 2

**Thursday 13:15 – 14:45 CET time**  
(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:

- |                    |           |
|--------------------|-----------|
| • 2 pop-up quizzes | 20 Points |
| • Midterm Exam     | 35 Points |
| • Final Exam       | 45 Points |

Each pop-up quiz will consist of ten multiple choice questions. The Midterm Exam will consist of 30 multiple choice questions. The multiple-choice questions will be scored as follows: correct answer = 1, no answer = 0.

The final exam will contain three 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 in the virtual room.

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 March 14. 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.).

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

## 6. Schedule

<b>Date</b>	<b>Topic</b>	<b>Reading: Chapters</b>
March 03 Digital	Introduction Introducing Marketing Communications	1
March 10 Digital	Communication Process, Word-of-mouth Communications and Information Processing	3 & 4
March 17 Digital	Decision-making Process How Marketing Communications works	4 & 6
March 24 Digital	Marketing Communications: Strategies and Planning	7
March 31 Digital	Integrated Marketing Communications	12
<b>April 07</b> <b>On-site</b>	<b>Midterm Exam</b> <b>HS 14 Oskar-Morgenstern-Platz 1, 2.Stock</b>	
April 28 Digital	Advertising	13
May 05 Digital	Messages and Creativity	19
May 12 Digital	Media and Media Planning	20, 21 & 22
May 19 Digital	Public Relations Brand Placement	14 & 18
<b>June 02</b> <b>On-site</b>	<b>Final Exam</b> <b>HS 6 Oskar-Morgenstern-Platz 1, 1.Stock</b>	

## **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 and/or videos may be used to further support students' understanding of marketing research. These articles and videos 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!**