

## KU Special Topics in Marketing: Marketing Communications 1 (MA) | 2023W

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Information about the course

### Course details

4.00 ECTS (2.00 SWS) | Continuous assessment of course work | Course format: on site  
SPL 4 - Wirtschaftswissenschaften | max. 50 participants | Language: English

Course# 040 252-2 | Start: Tuesday, October 3<sup>rd</sup>, 15:00 – 16:30

**Course instructor:** Dr. Ifigeneia Leri  
**Contact:** [ifigeneia.leri@univie.ac.at](mailto:ifigeneia.leri@univie.ac.at)

### Target audience

This course is aimed in particular at students of the Master's degree in Business Administration who have chosen "Marketing & International Marketing" as a major or minor and at students of the Master's degree in International Business Administration who have chosen "Marketing & International Marketing" in the in-depth phase.

This course is also open to students from other programs as well as guest students who are aiming for a specialization in marketing and who meet the study requirements.

### Objectives & Content

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 organizations use marketing communications, as well as the reasons behind marketing communications activities. Practical examples and main topics of scientific publications complement the theoretical background.

### Performance & Assessment criteria

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.

Minimum requirements: attendance and active participation in discussions.

The total performance of the course participants includes the following partial performances:

|               |       |
|---------------|-------|
| Midterm Exam  | (40%) |
| Participation | (15%) |
| Final Exam    | (45%) |

The Midterm Exam will consist of 40 multiple-choice questions. The multiple-choice questions will be scored as follows: correct answer = 1, no/wrong answer = 0.

The final exam will contain 10 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 assessment of the overall performance of the participants is determined as follows:

- 1- ≥ 80 %
- 2- 70 - 79 %
- 3- 60 - 69%
- 4- 50 - 59 %
- 5- < 50%

## Dates & Content

| Unit |                    | Content  | Ch.     |
|------|--------------------|--|---------|
| 1    | 03/10/2023   HS 12 | Course Introduction<br>Introducing Marketing Communications  | 1       |
| 2    | 10/10/2023   HS 12 | Communication Process and Word-of-mouth Communications   | 2       |
| 3    | 17/10/2023   HS 12 | Consumer Behaviour and Marketing Communications  | 3       |
| 4    | 24/10/2023   HS 12 | How Marketing Communications Work,<br>Technological Influences and Ethical Issues on Marketing Communica-<br>tions | 1 & 4   |
| 5    | 07/11/2023   HS 12 | Marketing Communications: Strategies, Planning and Objectives  | 5 & 6   |
| 6    | 14/11/2023         | <b>Midterm Exam</b><br><b>15:00-16:30, HS 14 Oskar-Morgenstern-Platz 1, 2.Stock</b>                                |         |
| 7    | 21/11/2023   HS 12 | Integrated Marketing Communications  | 8       |
| 8    | 28/11/2023   HS 12 | Advertising  | 10      |
| 9    | 05/12/2023   HS 12 | Messages and Creativity  | 14      |
| 10   | 12/12/2023   HS 12 | Media and Media Planning   | 15 & 16 |
| 11   | 09/01/2024   HS 12 | Public Relations<br>Brand Placement  | 11 & 13 |
| 12   | 16/01/2024         | <b>Final Exam</b><br><b>16:45-18:15, HS 04 Oskar-Morgenstern-Platz 1, Erdgeschoß</b>                               |         |

## Registration/Deregistration

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 13<sup>th</sup>. 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.).

## **Literature**

**Textbook:** Fill, C., Turnbull, S. (2023). Marketing Communications: fame, influencers and agility, 9<sup>th</sup> ed., Pearson Education. ISBN: 978-1-292-40032-7

*Additional articles:*

In addition to the textbook, 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!**