



KU Special Topics in Marketing: Marketing Communications 1 (MA) | 2024S

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 | Start: Thursday, March 7th, 16:45 – 18:15

Course instructor: Dr. Ifigeneia Leri
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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 15 multiple-choice questions and one essay-type question, 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	07/03/2024 HS 08	Course Introduction Introducing Marketing Communications	1
2	14/03/2024 HS 08	Communication Process and Word-of-mouth Communications	2
3	21/03/2024 HS 08	Consumer Behaviour and Marketing Communications	3
4	11/04/2024 HS 08	How Marketing Communications Work, Technological Influences and Ethical Issues on Marketing Communica- tions	1 & 4
5	18/04/2024 HS 08	Marketing Communications: Strategies, Planning and Objectives	5 & 6
6	25/04/2024	Midterm Exam HS 06 Oskar-Morgenstern-Platz 1, 1.Stock	
7	02/05/2024 HS 08	Integrated Marketing Communications	8
8	16/05/2024 HS 08	Advertising	10
9	23/05/2024 HS 08	Messages and Creativity	14
10	06/06/2024 HS 08	Media and Media Planning	15 & 16
11	06/06/2024 HS 08 18:30-20:00	Public Relations Brand Placement	11 & 13
12	20/06/2024	Final Exam HS 14 Oskar-Morgenstern-Platz 1, Erdgeschoß	

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 March 13th. 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, 9th 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!