

## MARKETING COMMUNICATIONS

### COURSE SYLLABUS ABSTRACT of higher education institution

#### Speciality 1-28 01 02 – Digital Marketing

	Форма получения высшего образования			
	Очная (дневная)		Заочная	
Year	2	2	3	3
Semester	3	4	5	6
Lectures, hours	<b>34</b>	<b>16</b>	<b>8</b>	<b>4</b>
Practical classes (seminars), hours	-	<b>34</b>	-	<b>6</b>
Laboratory classes, hours	<b>16</b>	<b>16</b>	<b>4</b>	<b>4</b>
Course paper, semester		4		6
Pass/fail, semester	3	-	5	-
Exam, semester	-	4	-	6
In-class test (semester, hours)	-	-	5 (2 часа)	6 (2 часа)
Contact hours	50	66	14	16
Independent study, hours	58	42	94	92
Total course duration in hours / credit units	108/3	108/3	108/3	108/3
	216/6		216/6	

**1. Course outline:** Theoretical foundations of communications. Advertising in the marketing communications system. Public relations. Direct marketing. Sales promotion. Corporate identity and brand as tools of marketing communications. Merchandising in the marketing communications system. Media planning. Electronic marketing in the marketing communications system. Marketing communications management. Regulation of marketing communications.

**2. Course learning outcomes:** upon completion of the course, students will be expected to **know:** the essence of marketing communications; elements of marketing communications; methods of advertising campaigns; methods of advertising, the content of the activities of advertising agents and advertising services of organizations; methods of development and implementation of public relations events; methods of planning and organizing personal sales; methods of sales promotion; **be able to:** develop the communication policy of the organization; develop advertising messages; plan and organize advertising campaigns; apply effective personal sales technologies; identify and apply effective ways to stimulate sales; **possess:** instrumental means of designing information systems.

**3. Competencies:** develop marketing communications strategies and plans to achieve the organization's strategic and tactical goals (SC-10).

#### **4. Requirements and forms of midcourse evaluation and summative assessment**

A modular rating system is used. Intermediate certification: assessment of work in practical classes, control work, protection of reports on laboratory work. Current certification: pass/fail, exam.