

«MARKETING COMMUNICATIONS»

COURSE SYLLABUS ABSTRACT of higher education institution

Speciality 6-05-0611-04 Electronic economy

Profiling Digital Marketing

	STUDY MODE	
	full-time	part-time
Year	2	3
Semester	3	5
Lectures, hours	34	8
Practical classes, hours	34	8
Laboratory classes, hours	16	4
Course paper, semester	3	5
Exam, semester	3	5
In-class test, semester (hours)	–	5 (2 hours)
Contact hours	84	22
Independent study, hours	132	194
Total course duration in hours / credit units	216 / 6	

1 Course outline

Communications: essence, content, types. Marketing communications system. Communication characteristics of advertising. Development of an advertising message. Advertising distribution channels. Conducting an advertising campaign. The concept and scope of public relations. Carrying out PR campaigns. Exhibition activities in the marketing communications system. Direct marketing. Personal selling. Promotion on the Internet and social networks. The essence and types of electronic marketing. Sales promotion. Creation and promotion of corporate identity. Brand development. Merchandising: concept, goals, rules, tools. Media planning: concept, goals, elements. Information support for communications in marketing. Communication system planning. Effectiveness of marketing communications. Control of communication activities. Regulation of advertising activities.

2 Course learning outcomes

Upon completion of this course, the students will be expected

to know:

- the essence and structure of marketing communications;
- elements of marketing communications;
- methods of conducting advertising campaigns;
- methods of development and implementation of public relations events;
- methods of planning and organizing personal sales;
- sales promotion methods;

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;
- to promote on the internet and on social networks.

to possess a skill:

- evaluating the effectiveness of marketing communications;
- development of marketing communication strategies and plans to achieve the strategic and tactical goals of the organization.

3 Competencies

– Develop effective marketing communication strategies and plans to achieve the strategic and tactical goals of the organization

4 Requirements and forms of midcourse evaluation and summative assessment

A modular rating system is used. Midcourse evaluation: current surveys, laboratory work protections. Summative assessment: exam.