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INTERNATIONAL EUROPEAN
UNIVERSITY



**EUROPEAN SCHOOL
OF BUSINESS**



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Course Name 

 MARKETING COMMUNICATIONS

Lecturer (s) 

 Olha Panchenko, PhD, associate professor at the Department of Management, Finance and Business Administration

Lecturer's profile 

 <https://business.ieu.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-menedzhmentu>

Consultations

online consulting



offline consulting

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Discipline page 

 <https://business.ieu.edu.ua/navchannia/orhanizatsiia-osvitnoho-protsesu/robochi-prohramy/bakalavrat>

Form of final control

test

def. test

exam



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1 Brief discipline annotation

The Marketing communications discipline is an integral part of the training program for marketing specialists and takes an essential place in their practical activities. It is focused on the development of the ability to analyze trends and regularities of the development of the marketing communications system of the enterprise.

2 Background for studying discipline

The background for studying the discipline is the knowledge of the following disciplines: Economic theory, Introduction to Marketing specialty, Economics of enterprises of different forms of ownership, Higher and applied mathematics, Marketing, Fundamentals of management.

3 Goal and objectives of the discipline

The goal of the Marketing communications discipline is to form and systematize students' knowledge of the system of marketing communications of business entities in order to promote goods or services on the market.

Key objectives of the Marketing communications discipline:

- to study the main categories of marketing communications;
- to acquire practical skills to form a system of marketing communications of the enterprise;
- to characterize marketing communications tools;
- to develop methods of the enterprise's communication program;
- to examine methods for developing the budget of marketing communications and advertising campaigns.

4 Learning outcomes

Integrated final program learning outcomes provided by the academic discipline:

<i>Program learning outcomes</i>	<p>PLO 1. To show knowledge and understanding of the theoretical fundamentals and principles of marketing activities.</p> <p>PLO 7. To use digital information and communication technologies and software products required for the proper implementation of marketing activities and practical application of marketing tools.</p> <p>PLO 8. To apply innovative approaches to marketing activities of a market entity, adapt flexibly to changes in the marketing environment.</p>
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After learning the academic discipline, students should:
know:

- objectives of the communication policy of the enterprise;
- the content of marketing communications, marketing communications system, communication policy;
- the content of communication;
- the particularities of planning advertising activities;
- marketing communications tools;
- budget requirements for an advertising campaign;
- the process of developing a marketing communication and advertising policy of the enterprise;
- the concept of integrated marketing communications.

be able to:

- reveal the essence of the concept of marketing communications and its tools;
- develop a marketing communications program;
- organize and assess efficient marketing communications;
- develop a budget for the implementation of an advertising campaign;
- apply tools of marketing communications in practical activities of business entities;
- use a strategic approach to planning integrated marketing communications;
- control communicative processes on the market and at the enterprise.

5 ECTS credits

4 ECTS credits / 120 academic hours

6 Course Content

Content sections and topics	Amount of hours											
	full-time mode of study						part-time mode of study					
	total	including					total	including				
		l	p	lab.	ind.	i. w.		l	p	lab.	ind.	i. w.
1	2	3	4	5	6	7	8	9	10	11	12	13
Content module 1. Theoretical principles of marketing communications												
Topic 1. Communications in the marketing system	8	2	1	-	-	5	12	1	1	-	-	10
Topic 2. The concept of integrated marketing communications	8	2	1	-	-	5	10	-	-	-	-	10
Topic 3. The process of marketing communications	8	2	1	-	-	5	10	-	-	-	-	10
Topic 4. Strategies and planning of marketing communications	8	2	1	-	-	5	3	-	-	-	-	3
Topic 5. Marketing research of marketing communications	8	2	1	-	-	5	3	-	-	-	-	3
Topic 6. Organization of the marketing communications policy	10	2	1	-	-	7	12	1	1	-	-	10
Topic 7. Marketing communications in digital society	10	2	1	-	-	7	10	1	-	-	-	9
<i>Test work No.1</i>												
Total per content section 1	60	14	7	-	-	39	60	3	2	-	-	55
Content module 2. Marketing communications tools												
Topic 8. Advertising in modern society	8	2	1	-	-	5	12	1	1	-	-	10
Topic 9. Public relations in the system of marketing communications	8	2	1	-	-	5	10	-	-	-	-	10
Topic 10. Sales promotion in the marketing communications system	8	2	1	-	-	5	10	-	-	-	-	10
Topic 11. Personal selling in the system of marketing communications	8	2	1	-	-	5	3	-	-	-	-	3
Topic 12. Direct marketing in the marketing communications system	8	2	1	-	-	5	3	-	-	-	-	3
Topic 13. Basics of merchandising and P.O.S. materials	10	2	1	-	-	7	12	1	1	-	-	10
Topic 14. Synthetic means of marketing communications	10	2	1	-	-	7	10	1	-	-	-	9
<i>Test work No.2</i>												
Total per content section 2	60	14	7	-	-	39	60	3	2	-	-	55
Total hours	120	28	14	-	-	78	120	6	4	-	-	110



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List of obligatory tasks

1. Communications in the marketing system
2. Marketing communication policy of the enterprise
3. Marketing communications in digital society
4. Promotion of goods
5. Organization of public relations
6. Sales promotion in the marketing communications system
7. Tools and means of marketing communications

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List of selective tasks

1. Analysis of communication objectives and their changes in different contexts.
2. Aspects of the use of product packaging.
3. Initial information base in the implementation of direct marketing.
4. Brands and packaging
5. Interaction with the press in the process of exhibitions and fairs.
6. Interrelation and differences of sponsorship, RR, sales promotion
7. Selection of organizational forms of marketing communications for specific conditions
8. Determination of the balance between protection, sales volume, tare return and total costs.
9. The use of integrated marketing communications at the point of sale of goods.
10. Development of an advertising concept.
11. Exhibition strategy.
12. The impact of brand equity on the firm's financial return.
13. The impact of technological changes in product presentation on trade show performance.
14. Homogeneous and heterogeneous approaches to marketing strategy development.
15. Discussion problems on defining the essence of the communication process.
16. Range and types of sponsorship.
17. Economic and mathematical models in calculating the efficiency of marketing communications.
18. Stages of planning integrated marketing communications and their content.
19. The content and significance of functions performed by strategic planning.
20. The role of cable television in advertising goods.
21. The role of developing a direct marketing strategy.
22. The declining role of advertising in modern marketing.
23. RR tools.
24. The informational role of product packaging.
25. Historical review of the process of emergence of marketing communications tools
26. History of the emergence of the science of public relations.
27. Communicative space as an area of RR activity.
28. Specification of brand identity and approaches to solving this problem.
29. Crises and rumors.
30. Marketing with database integration.
31. Marketing digital communications of the enterprise.
32. Methods of influence on the public opinion.
33. Methods of labor motivation of sales personnel.
34. Methods of making presentations.
35. Models of the hierarchy of results of the impact of communications
36. Areas of marketing research of advertising activity.
37. Sciences of the communication cycle important for RR.
38. Organizational structures of the company's sales force.
39. Features of interactive marketing.



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List of selective tasks

40. Features of national advertising: ethnic and cultural stereotypes in the perception of advertising.
41. Features of store interior design.
42. Assessment of relations with the mass media.
43. Advantages and disadvantages of direct marketing.
44. Advantages and disadvantages of sponsorship.
45. Personnel in advertising.
46. Prospects for the development of charity marketing.
47. Planning a direct mail advertising campaign.
48. Buyers' behavior – its characteristics and analysis.
49. The concept of brand house.
50. Rules for organizing special events.
51. Legal protection of consumers.
52. Problems of the lack of control over publications.
53. Problems of packaging aesthetics.
54. Problems of assessing the costs of exhibitions and fairs.
55. Problems of inefficient sales promotion.
56. Problems of organizing advertising at the point of sale.
57. Speeches – their writing and presentation.
58. The process of transforming financial goals into marketing goals.
59. Psychological efficiency of advertising.
60. Psychological structure of advertising.
61. Psychological features of advertising at the point of sale.
62. Rationalization of packaging.
63. Advertising activities in the store
64. Work with focus groups.
65. Disagreements between the content and main functions of marketing communications and product promotion.
66. Development of the brand strategy under the influence of customers' features.
67. Development of the exhibition strategy.
68. The role of exhibitions in the market strategy.
69. The role of exhibitions for different types of enterprises.
70. The role of psychographics in market segmentation.
71. The role of sponsorship in brand development.
72. The role of sponsorship in integrated marketing communications
73. Creation of consumer franchise.
74. Sales strategies of the company.
75. Product positioning and repositioning strategies.
76. Sales personnel structure.
77. Sub-brands and their characteristics.
78. Modern ways of assessing the efficiency of the set of marketing communications.
79. Tactical and strategic approaches to sales promotion.
80. Creative promotion.
81. Increasing complexity of the task of maintaining strategic control over marketing appeals in the process of internationalization of marketing.
82. Factors facilitating or preventing the use of integrated marketing communications (IMC).
83. Functional properties of packaging.
84. Functional cost analysis of the exhibition.
85. The nature of the influence of internal factors on the system of marketing communications.
86. The nature of influence of external factors on the system of marketing communications.
87. Characteristics of commodity promotion channels.



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8 List of selective tasks

88. Characteristics of different consumers.
89. Characteristics of the sponsorship program system.
90. Characteristics of training forms for sales personnel.
91. Factors for assessing the efficiency of advertising.

9 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/ professional training/elective
1 semesters	7th semester	available	4th year (fourth) or second accelerated year	Professional training

10 Assessment system and requirements

As part of discipline teaching, one carries out current and final control of students' knowledge. The final credit grade is given according to the total rating of students.

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Correlation between national and ECTS grades and student rating: <https://ieu.edu.ua/docs/pol-mark-esb.pdf>

11 Admission to final control

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale. The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the exam (at least 24). The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

<https://ieu.edu.ua/docs/050.pdf>

12 Discipline policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, case studies, group work and discussion seminars. The study of the discipline includes teamwork and individual group work. The classroom atmosphere is friendly, polite and creative. Students should be honest and responsible. It is important to remember that attendance at lectures and practical classes is a prerequisite for the assessment of knowledge. The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive development, develop young people's respect for parents, women, older people, colleagues, and classmates.



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13 Policy of absence and late task performance

Students who miss the current control for valid reasons confirmed by documents have the right to take current control within two weeks after returning to studying. Students who have missed classes without valid reasons, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record. Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation. <https://ieu.edu.ua/docs/050.pdf>

14 Academic integrity policy

Participants in the educational process rely on the academic integrity principles <https://ieu.edu.ua/docs/011.pdf>

15 Recommended sources of information

Primary (basic) literature:

1. Balabanova L.V., Kholod V.V., Balabanova I.V. Marketing of the enterprise: study guide. Kyiv: Center for educational literature, 2019. 612 p.
2. Bilovodska O.A. Marketing policy of distribution of innovative products of industrial enterprises: monograph. Kyiv: Center for educational literature, 2018. 462 p.
3. Bedrynets M.D., Dovhan L.P. Enterprise finance: study guide. Kyiv: Center for educational literature, 2018. 292 p.
4. Beskvit H. Selling the invisible. The guide to modern service marketing. Kharkiv: Family Leisure Club, 2018. 192 c.
5. Boichuk I.V., Dmytriv A.Y. Marketing of an industrial enterprise: study guide. Kyiv: Center for educational literature, 2017. 620 p.
6. Brarhava R. The Unobvious. How to predict the future by analyzing trends. Kyiv: Vivat, 2019. 288 p.
7. Budnikevych I.M. Marketing in industries and activity areas: study guide. Kyiv: Center for educational literature, 2017. 536 p.
8. Holiday R. Marketing of the future. Kyiv: Nash Format, 2018. 104 p.
9. Dib Alla. One page marketing plan. Kyiv: Vivat, 2020. 288 p.
10. Dooley R. Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing. Kyiv: Potpourri, 2018. 336 p.
11. Yoon E. Superconsumers: A Simple, Speedy, and Sustainable Path to Superior Growth. Kyiv: Nash Format, 2019. 160 p.
12. Kaplunov D. How to write a commercial offer. Fabula Publishing House, 2019. 352 p.
13. Oliinyk H.Y, Kutlina I.Y., Kovalenko O.V. Advertising in the system of marketing communications. K.: Ukraine University. 2021. 144 p.
14. Bozhkova V., Melnyk Y. Advertising and sales promotion. K.: Center for educational literature. 2019. 208 p.

Additional literature:

1. Mann I. Marketing without a budget. 50 efficient tools. Kyiv: Monolith-Bizz, 2018. 320 p.
2. Mann I. 100% Marketing. Remix. Kharkiv: Family Leisure Club, 2018. 240 p.
3. Marketing: study guide / M. V. Malchyk et al. Rivne: NUWEE, 2014. 444 p.
4. Marketing and management of innovative development: monograph / S.M. Illiashenko et al. Sumy: University book, 2015. 728 p.



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Recommended sources of information

5. Marketing management: study guide / Y.V. Krykavskiy et al. Lviv: Lviv Polytechnic Publishing House, 2014. 380 p.
6. Marketing research: textbook / N.S. Kosar et al. Lviv: Lviv Polytechnic Publishing House, 2018. 457 p.
7. Marketing planning: study guide / O.A. Oviechkina et al. 2013. 352 p.
8. David Ogilvy. On Advertising. Kharkiv: Family Leisure Club, 2019. 288 p.
9. Oklander M.A., Kirnosova M.V. Marketing commodity policy: study guide. Kyiv: Center for educational literature, 2017. 200 p.
10. Oklander M.A., Chukurna O.P. Marketing pricing policy: study guide. Kyiv: Center for educational literature, 2017. 240 p.
11. Hirchenko T.D., Ovsianikova Y. Digital marketing and its role in modern business processes. European Cooperation International Collection of Scientific Papers. 2016. No. 11 (18). P. 24 – 33.
12. Hirchenko T.D., Panchenko O.V. Digital marketing: the future of marketing communications in the bank. European Cooperation International Collection of Scientific Papers. 2018. No. 7 (38). P. 36 – 56.
13. Zakharenko D.S. Client-oriented enterprise: essential characteristics. Economics. Management. Business. 2017. No. 4 (22). P. 187-194.
14. P. Kotler. Marketing 4.0. From traditional to digital; translated from English by K. Kunytska and O. Zamaieva. K.: KM-Books Group Publishing House, 2018. 208 p.
15. P. Kotler. Marketing 4.0. Shift from traditional to digital: Internet promotion technology; [translated from English by M. Khoroshylova]. Kyiv: Force Ukraine, 2020. 224 p.
16. Marketing: study guide / edited by Prof. Starostina A.O. K.: Interservice SPE, 2018. 216 p.
17. Panchenko O.V. Digital marketing: the role and features of use in the context of establishing the digital economy. Digital economy as a key trend in the development of post-industrial society; monograph edited by N.M. Pantelieieva. – Kyiv: University of Banking. 2019. Chapter 3, paragraph 3.3 p. 263-275.
18. Panchenko O.V. Marketing communications in the context of the development of the concept of relationship marketing. Bulletin of Odesa National University. 2013. Vol. 18, Edition 3/3, P. 17-20.
19. Panchenko O.V. Features of the impact of advertising on consumer consciousness. International Scientific Conference on Relevant Problems of Science, Education and Technology: collection of abstracts of the international scientific conference (Poltava, July 23, 2022). Poltava: Center for Financial and Economic Research, 2022. P.15-16. URL: http://www.economics.in.ua/2022/08/blog-post_3.html
20. Marketing indicators: more than 50 indicators that every manager needs to know / Ferris Paul W., Bendle, Neil T., Pfeiffer Philip I., Reibstein David J. Dnipropetrovsk: Balance Business Books, 2009. 480 p.
21. Balabanova L., Kholod V., Balabanova I. Strategic marketing: textbook. Kyiv: Center for educational literature, 2021. 612 p.
22. Kosar N.S., Mnykh O.B., Krykavskiy Y.V. Marketing research: textbook. L.: Lviv Polytechnic. 2018. 460 p.
23. Dibrova T.H., Solntsev S.O., Bazherina K.V. Advertising management: theory and practice: textbook. K.: Igor Sikorsky Kyiv Polytechnic Institute, Polytechnic Publishing House, 2018. 300 p.
24. Koriahina S., Koriahin M. Marketing audit: textbook. K.: Center for educational literature. 2017. 300 p.
25. Boichuk I.V., Muzyka O.M. Internet in marketing. K.: Center for educational literature. 2019. 380 p.
26. Balabanova L., Yuzyk L. Advertising management. K.: Center for educational literature. 2017. – 392 p.
27. Innovative technologies of marketing communication policy: ambient and viral marketing, native advertising. Proactive innovative development: theory, methodology, practice: monograph / O.I. Zorina, K.V. Zybina, O.V. Syvolovska, I.M. Syvolovskyi; edited by N.S. Iliashenko. Sumy: Territory, 2018. P. 404-423.
28. Zorina O.I., Fadiieenko V.Y. Impact of marketing communications on activities of enterprises in current conditions. Global and national problems of the economy. 2018. Issue 21. P. 284-287.
29. Syvolovska O.V. Media planning: lecture notes. Kharkiv: UkrDUZT, 2017. 150 p.
30. Romanenko L. Marketing communications and assessment of their efficiency. Scientific Bulletin of Kherson State University. 2016. Issue 21 (2). P. 96-98.



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15 Recommended sources of information

31. Raiko D.V., Tseitlin L.M., Kyrylenko V.I. Development of classification of tools of non-traditional marketing communications. Marketing and management of innovations. 2017. No. 2. P. 36-46.
32. Panchenko O.V. Ways to improve marketing communications of banks. International Scientific Conference on Scientific Approaches to the Efficient Use of the Potential of the Country's Economy: materials of the International Scientific Conference. June 20, 2020. Dnipro: Perspective Scientific Organization, 2020. P. 71-75.
33. Panchenko O.V. Improvement of marketing communications in ensuring the efficiency of banks in Ukraine. Bulletin of Khmelnytskyi National University. Economic Sciences Series. 2020. No. 2. P. 7-13. DOI: 10.31891/2307-5740-2020-280-2-1
34. Panchenko O.V. Marketing communications in the digital economy. International Scientific-Practical Conference Innovation Management in Marketing: Modern Trends and Strategic Imperatives: Conference Proceedings, April 12-13th, 2018. Poznan, Poland: WSPiA Publishing. P. 282-286

Information resources:

1. Analytical media portal about the advertising market, marketing, advertising and PR. Source: <https://sostav.ua/>
2. Corporate Media Association. Source: <http://corpmedia.com.ua/>
3. Association of Corporate Security Professionals. Source: <https://corporatesecurity.org.ua>
4. Legislation of Ukraine: official web portal. Source: <https://rada.gov.ua/news/zak>
5. Ukrainian Marketing Association. Source: <https://uam.in.ua/rus/>
6. Marketing and Digital Technology Journal. Source: <https://mdt-opu.com.ua/index.php/mdt>
7. Marketing Media Review. Source: <https://mmr.ua/>
8. All-Ukrainian Advertising Coalition (VRK). Source: <https://vrk.org.ua>

16 Tips on successful study during the course

If you want to succeed in this discipline, you should:

- **define your goal**
- **draw up a precise schedule**
- **work hard**
- **be confident and conscious**
- **be creative and active.**

Thus, I wish you insistence, goal commitment and optimism. And you'll definitely succeed! See you at classes!