



**COURSE SYLLABUS**  
« Marketing communications »

**Degree of higher education - Bachelor**  
**Specialization 075 Marketing**  
**Educational program « Marketing »**  
**Academic year 4, semester 7**  
**Form of study full-time**  
**Number of ECTS credits 3**  
**Language english**

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**Lecturer of the course**

**PHD in Economics, Associate Professor of Marketing and international Trade Department Olena Barylovych**

**Contact information of the lecturer (e-mail)**

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**obarylovych@nubip.edu.ua**

**Course Page on eLearn**

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**https://elearn.nubip.edu.ua/course/view.php?id=2053**

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### **COURSE DESCRIPTION**

*The purpose of the discipline "Marketing communications" is to study and acquisition by students of theoretical knowledge and practical skills regarding the application, use of tools and elements of the marketing communications complex; organization, planning, implementation of management of the enterprise's communication activities for the purpose of their effective functioning, as well as effective sale of products/services for the purpose of making production, organizational and management decisions at the level of modern requirements.*

*The tasks of the "Marketing Communications" discipline are to provide students with knowledge in the field of marketing communications; study of the main categories of marketing communications; acquisition of practical skills regarding the formation of the company's marketing communications system; getting acquainted with the methods of developing the budget of marketing communications and advertising campaigns, determining the effectiveness of advertising appeals to the target audience and acquiring practical skills in their use in the process of product promotion, finding reserves for improving the product promotion system, etc.*

#### **Competencies of the educational programme:**

*integrative competence (IC):*

The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

*general competences (CG):*

GC1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC4. Ability to learn and master modern knowledge.

GC5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC6. Knowledge and understanding of the subject area and understanding of professional activity.

GC7. Ability to apply knowledge in practical situations.

*professional (special) competences (FC):*

GC1. The ability to logically and consistently reproduce the acquired knowledge of the subject area of marketing.

GC4. The ability to conduct marketing activities based on an understanding of the essence and content of marketing theory and the functional relationships between its components.

GC5. Ability to correctly apply marketing methods, techniques and tools.

GC7. The ability to determine the influence of functional areas of marketing on the results of economic activity of market entities.

GC14. Ability to propose improvements to marketing functions.

**Program learning outcomes (PLO) of the educational programme:**

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 13. To be responsible for the results of one's activity, to show the skills of entrepreneurial and managerial initiative.

PLO 14. Perform functional duties in the group, offer reasonable marketing solutions.

PLO 26. Prepare founding documents and register the enterprise taking into account the peculiarities of various organizational and legal forms of business in accordance with current legislation.

PLO 27. Demonstrate the ability to use modern methods of managing supply chains of goods and information.

**COURSE STRUCTURE**

<b>Topic</b>	<b>hours</b> (lectures/ laboratory, practical, seminar)	<b>Learning outcomes</b>	<b>Task</b>	<b>Assessment</b>
<b>7th semester</b>				
<b>Module 1</b>				
<b>Content module 1. Prerequisites for the formation of the enterprise's marketing communications</b>				
1.An Introduction to Marketing Communications	2/4	<b>Know:</b> basic concepts of marketing communications, the main types of communication appeals and requirements for their development, <b>Analyze:</b> influencing factors on the formation of the structure of the marketing communications complex, the effectiveness of communication appeals <b>Understand:</b> The Impact of Marketing Communications, the impact of different communication appeals on CA <b>Distinguish:</b> the effect of marketing communication tools. <b>Be able to:</b> create communication appeals <b>Differentiate:</b> the influence and effect of different formats of communication appeals. <b>Apply:</b> rules and requirements for the development of communication appeals	Submitting of practical.  Taking tests, writing essays.  Completing independent work (including on eLearn)	<b>10</b>
2.The Role of IMC in Marketing Program	2/4			<b>10</b>
3.The Communication Process	2/ 4			<b>10</b>
4.Organizing of Marketing Communication	2/ 4			<b>10</b>

		<b>Use:</b> methods of evaluating communication appeals		
Total for educational work of the module 1				<b>70</b>
Module test 1				<b>30</b>
Total for module 1				<b>100</b>
<b>Content module 2. Means of marketing communications in the activity of the enterprise</b>				
5. Advertising	3/6	<b>Know:</b> the main types of advertising and requirements for advertising development, means and measures of public relations	Submitting of practical.	<b>11</b>
6. Sales promotion	2/4		Taking tests, writing essays.	<b>12</b>
7. Public relations	2/4	<b>Be able to:</b> develop an advertising campaign plan, develop advertising, develop public relations measures <b>Analyze:</b> the effectiveness of advertising and advertising campaigns, effectiveness of sales promotion tools and public relations <b>Understand:</b> the impact of different types of advertising, the impact of different means of sales promotion and public relations on CA <b>Differentiate:</b> the influence and effect of different types of advertising, sales promotion and public relations <b>Apply:</b> rules and requirements for advertising development. <b>Use:</b> advertising and public relations evaluation methods.	Completing independent work (including on eLearn)	<b>12</b>
Total for educational work of the module 2				<b>70</b>
Module test 2				<b>30</b>
Total for module 2				<b>100</b>
<b>Module 2</b>				
<b>Content module 3. Means of marketing communications in a competitive environment</b>				

8.Direct marketing	2/4	<p><b>Know:</b> basic concepts of direct marketing and personal selling, additional means of marketing communications</p> <p><b>Be able to:</b> develop a plan and means of direct marketing and personal selling</p> <p><b>Analyze:</b> the impact and effect of direct marketing, personal selling and additional tools.</p> <p><b>Understand:</b> the impact and effect of types of direct marketing, personal selling and additional marketing tools</p> <p><b>Apply:</b> direct marketing development and rules, technologies, rules and requirements for advertising at the point of sale.</p> <p><b>Use:</b> rules and requirements for developing direct marketing and personal selling tools, Point-of-sale advertising evaluation methods.</p>	Submitting of practical.	<b>9</b>
9.Personal selling	2/4		Taking tests, writing essays.	<b>9</b>
10.Additional means of marketing communications	2/4		Completing independent work (including on eLearn)	<b>9</b>
Total for educational work of the module 3				<b>70</b>
Module test 3				<b>30</b>
Total for module 3				<b>100</b>
<b>Content module 4. Formation of a marketing communications program</b>				
11.Establishing Objectives and Budgeting for the Promotional Program	2/4	<p><b>Know:</b> principles of formation a communication strategy</p> <p><b>Be able to:</b> develop a marketing communications plan, form a marketing communications budget.</p> <p><b>Apply:</b> methods of budgeting for marketing communications.</p> <p><b>Use:</b> means of evaluation marketing communications effectiveness.</p>	Submitting of practical.	<b>9</b>
12.Formation of a communication strategy	2/4		Taking tests, writing essays.	<b>9</b>
13.Evaluation of marketing communications effectiveness	2/4		Completing independent work (including on eLearn)	<b>9</b>
Total for educational work of the module 4				<b>70</b>
Module test 4				<b>30</b>
Total for module 4				<b>100</b>
<b>Total for the semester</b>				<b>70</b>
<b>Final exam</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>

## ASSESSMENT POLICY

<b><i>Policy regarding deadlines and resits:</i></b>	Assignments submitted after the deadline without valid reasons will be graded lower. Resitting of modules will be allowed with the permission from the lecturer and in the presence of valid reasons (e.g. medical reasons).
<b><i>Academic honesty policy:</i></b>	Cheating during tests and exams is strictly prohibited (including the use of mobile devices). Coursework and research papers must contain correct citations for all sources used.
<b><i>Attendance policy:</i></b>	Class attendance is mandatory. In case of objective reasons (such as illness or international internships), individual learning may be allowed (in online format by the approval of the dean of the faculty).

## SCALE OF ASSESSMENT OF STUDENT KNOWLEDGE

<b>Student rating, points</b>	<b>National grade based on exam results</b>	
	<b>exams</b>	<b>credits</b>
90-100	excellent	passed
74-89	good	
60-73	satisfactory	
0-59	unsatisfactory	not passed

## RECOMMENDED SOURCES OF INFORMATION

1. Michael Belch, George Belch. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education. 2011. 864 p.
2. Burnet J., Moriarty S. Marketing communications: an integrated campaign. 2001. 864 p.
3. Blyde J. Marketing communications: What? How? And why? / Per s Eng. V.O. Shagoyan. Dnipropetrovsk: Balance-Club, 2004. - 368 p.
4. Kotler F., Armstrong G.. Fundamentals of marketing, 9th edition. 2003. 1200 p.
5. Smith P. R. Marketing communications. Complex approach. K.: Knowledge-Press. 2003. 796 p.
6. George E. \_ Belch & Michael A. \_ Belch . Advertising and Promotion . An Integrated Marketing Communications Perspective . McGraw - Hill Higher Education. Fifth Edition . New York 2001. 856 pp .
7. Law of Ukraine "On Advertising" No. 270/96-VR dated July 3, 1996 URL : <http://zakon5.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80>
8. Marketing communications. Types and tools of marketing communications. URL: <https://koloro.ua/ua/blog/brending-i-marketing/marketingovye-kommunikacii-vidy-i-instrumenty-marketingovyh-kommunikacij.html>