

	<u>Subject title:</u> <b>MARKETING COMMUNICATIONS</b>			
<u>Subject code:</u>	<u>Subjects Status:</u>	<u>Semester:</u>	<u>Credit value:</u>	<u>Teaching load:</u>
	Compulsory	VI	6	2L+3T

<u>Study programme:</u> Academic Undergraduate Studies: Marketing
<u>Responsible Staff:</u> Assistant Professor Darko Lacmanović; Teaching Assistant: Milica Kovačević, MSc
<u>Pre-requisite:</u> Nil
<u>Mode of study</u> Lectures, tutorials, seminar papers, consultations, case studies, simulations, group work
<u>Assessment:</u> Written: 2 mid-term tests = 40 points Oral: Final exam = 50 points Attendance, Student participation = 10 points
<u>Objectives:</u> Analysis and understanding of the basic concepts of marketing communications.

### **SYLLABUS:**

- Introduction to the subject matter.
- The concept of marketing and company communication.
- The functioning of the communication process.
- Characteristics and importance of personal selling. Personal selling planning. Personal selling principles.
- Definition of economic advertising. Sponsorship as a form of advertising.
- Economic advertising planning.
- Economic advertising objectives. Planning of economic advertising costs.
- Means for transmission of advertising messages.
- Means for transmission of advertising messages – other means. Selection of the means for messages transmission.
- Creation of advertising message.
- Sale improvement. Trade fair as a form of company promotion.
- Publicity as a form of company communication with its environment. Public relations development.
- Public relations management.

### **READING LIST AND REFERENCES:**

- DePelsmacker, P., Geuens, M., VanDenBergh, J., *Marketing Communications: A European Perspective*, 5/E, Pearson, New Jersey, 2013.
- Clow, K., Baack, D., *Integrated Advertising, Promotion and Marketing Communications*, Global edition, 6/E, Pearson, New Jersey, 2013.
- Dahlen, M., Lange, F., Smith, T., *Marketing Communications: A Brand Narrative Approach*, John Wiley & Sons, New York, 2009.