

(Updated Spring 2021)

UK CREDITS: 15
US CREDITS 3/0/3

	MK 2030 Introduction to Marketing OR MK 2030 Fundamentals of Marketing							
CATALOG DESCRIPTION:	Marketing communications and their role within the overall marketing mix. The communication process. Marketing communication strategy. Marketing Communications Mix: Advertising, Promotions, Events, Sponsorship, Personal Selling, Direct Marketing, Placements, Social Media Marketing.							
RATIONALE:	Marketing communications are an important component of the Marketing Mix. To utilize them effectively, marketers need to fully understand all components of the marketing communications mix, and the role each plays in the marketing communication process. Furthermore, marketing communication elements can serve specific objectives and marketers should be able to effectively combine them to achieve desired customer responses.							
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none">1. Demonstrate understanding of the role of Marketing Communications within the overall marketing mix of the company.2. Evaluate the characteristics of each component of the Marketing Communications mix.3. Analyse the Marketing Communications strategy of a given brand/ company/ organization and apply knowledge by making suggestions.							
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <ul style="list-style-type: none">• Class lectures and seminar-style class discussion of key terms and concepts with appropriate examples.• Use of case studies and interactive class exercises.• Office hours: students are encouraged to make full use of the office hours of their instructor, where they can ask questions, see their exam paper, and/or go over lecture material.• Use of blackboard site, where instructors post lecture notes, assignments instructions, timely announcements, as well as additional resources.• Field Trips, Guest lectures (as appropriate)							
ASSESSMENT:	<table><tr><td colspan="2">Summative:</td></tr><tr><td>Midterm Assessment: 1-hour Exam, essay-type</td><td>40</td></tr><tr><td>Final Assessment: Individual Project 1,800-2,000 words</td><td>60</td></tr></table>		Summative:		Midterm Assessment: 1-hour Exam, essay-type	40	Final Assessment: Individual Project 1,800-2,000 words	60
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	<p>Formative:</p> <table border="1"> <tr> <td>Formative exam/ Practice Questions</td><td>0</td></tr> <tr> <td>Interim evaluation of projects (drafts).</td><td>0</td></tr> </table> <p>The formative Class exercises aim to prepare students for the examination.</p> <p>The formative drafts aim to prepare students for the project.</p> <p>The Midterm Assessment (Essay exam) tests Learning Outcomes (1) and (2).</p> <p>The Final Assessment (Individual Project: Critical analysis of an existing brand's/ organisation's marketing communication strategy) tests Learning Outcomes (1) and (3).</p> <p>The final grade for this module will not be determined through grade averaging. Students are required to resit any failed assessments.</p>	Formative exam/ Practice Questions	0	Interim evaluation of projects (drafts).	0
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<p>READING LIST:</p>	<p>REQUIRED READING:</p> <p>De Pelsmacker, P., Geuens, M., & Van den Bergh, J. <i>Marketing communications: A European perspective</i>. Pearson education. Latest edition.</p> <p>RECOMMENDED READING:</p> <p>Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. <i>Journal of Marketing</i>, 80(6), 122-145.</p> <p>Cambier, F., & Poncin, I. (2020). Inferring brand integrity from marketing communications: The effects of brand transparency signals in a consumer empowerment context. <i>Journal of Business Research</i>, 109, 260-270.</p> <p>Costello, J. P., & Reczek, R. W. (2020). Providers Versus Platforms: Marketing Communications in the Sharing Economy. <i>Journal of Marketing</i>, 84(6), 22-38.</p> <p>Davtyan, D., & Cunningham, I. (2017). An investigation of brand placement effects on brand attitudes and purchase intentions: Brand placements versus TV commercials. <i>Journal of Business Research</i>, 70, 160-167.</p> <p>Finne, Å., & Grönroos, C. (2017). Communication-in-use: customer-integrated marketing communication. <i>European Journal of Marketing</i>, 51(3), 445-463.</p> <p>Kitchen, P. J., & Proctor, T. (2015). Marketing communications in a post-modern world. <i>Journal of Business Strategy</i>, 36(5), 34-42.</p>				

	<p>Köhler, C., Mantrala, M. K., Albers, S., & Kanuri, V. K. (2017). A meta-analysis of marketing communication carryover effects. <i>Journal of Marketing Research</i>, 54(6), 990-1008.</p> <p>Lee, H., & Cho, C.-H. (2020). Digital advertising: present and future prospects. <i>International Journal of Advertising</i>, 39(3), 332–341.</p> <p>Liu, L., Zhang, J., & Keh, H. T. (2018). Event-marketing and advertising expenditures: the differential effects on brand value and company revenue. <i>Journal of Advertising Research</i>, 58(4), 464-475.</p> <p>Melewar, T. C., Foroudi, P., Gupta, S., Kitchen, P. J., & Foroudi, M. M. (2017). Integrating identity, strategy and communications for trust, loyalty and commitment. <i>European Journal of Marketing</i>, 51(3), 572-604.</p> <p>Moffett, J. W., Folse, J. A. G., & Palmatier, R. W. (2020). A theory of multiformat communication: mechanisms, dynamics, and strategies. <i>Journal of the Academy of Marketing Science</i>, 49, 1-21.</p> <p>Rossiter, J. R., Percy, L., & Bergkvist, L. (2018). <i>Marketing communications: Objectives, strategy, tactics</i>. Sage.</p> <p>Voorveld, H. A. (2019). Brand communication in social media: A research agenda. <i>Journal of Advertising</i>, 48(1), 14-26.</p>
RECOMMENDED MATERIAL:	N/A
COMMUNICATION REQUIREMENTS:	Use of appropriate academic conventions as applicable in oral and written communications.
SOFTWARE REQUIREMENTS:	Word, PowerPoint.
WWW RESOURCES:	www.aaaa.org www.ama.org www.canneslions.com www.eaca.org www.eede.gr www.ekpizo.gr www.emac-online.org www.europeanadvertisingacademy.org www.ipa.co.uk www.ipra.org www.iab.com

INDICATIVE CONTENT:	<ul style="list-style-type: none"> • Evolution of the Marketing Communications concept • Brands & Marketing Communications • How Marketing communications work • Elements/ tools of the Marketing Communications mix • Advertising • Publicity & Sponsorship/ (Marketing) Public relations • Sales Promotions, Brand Activation • Point-of-Purchase Communications • Experiences and Events • Exhibitions and Trade Fairs • Direct Marketing • Personal Selling • Digital advertising • Social Media marketing • Ethical issues in marketing communications
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