

Title and Code of Course: **International Marketing Communication**

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Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar <input type="checkbox"/> Lecture <input checked="" type="checkbox"/>	Method of Evaluation: Examination <input checked="" type="checkbox"/> In-Class Group Presentation <input type="checkbox"/> Other <input type="checkbox"/>
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Course Description:

The main purpose of the course to provide a comprehensive understanding and insight about the tasks and key issues of international marketing communication. Let the students know how international communication campaigns are planned and implemented. Therefore, the course will discuss some major forms of marketing communications and mass media as a communication channel. On the other hand, marketing communication inevitably faces several ethical concerns too, so it is necessary to understand how an organisation can handle public relations and social responsibility.

The main topics and lectures will be Marketing Communication and Consumer Behaviour, Intercultural Communication, Advertising Campaign Strategy, Media Concepts and Media Planning, Online Advertising and Social Media Marketing, Data in Marketing Communications, Sales and Sales Promotion, Reputation Management and Public Relations, and Corporate Social Responsibility (CSR).

Bibliography:

- Hill, Tim, & McDonagh, Pierre (2020). The Dark Side of Marketing Communications. Routledge.
- Percy, Larry (2018): Strategic Integrated Marketing Communications, Routledge, New York
- Stokes, Rob (2022): eMarketing - The Essential Guide to Marketing in a Digital World. Red and Yellow Creative School of Business. Libretexts.
- Varey, Richard (2002): Marketing Communication. Principles and Practice. London: Routledge