

| International Marketing Communications | | | | | |
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| Code....(full-time) / Code....(part-time) | | | | | |
| Nemzetközi marketingkommunikáció | | | | | |
| Responsible unit (institute/department): Institute of Economics and Management | Number of lessons per week/semester: Full-time: 2 | Credit value: 6 | | Prerequisites: - | Prerequisite for exam: - |
| Lecturer in charge of the subject: Simay, Attila Endre | Type of course: elective | Recommended semester: - | Semester in which the course is offered: Autumn | Language of instruction: English | Type of evaluation: exam (colloquium) |
| Lecturer(s): Simay, Attila Endre | | | | | Method of evaluation: oral |
| Description of professional content and purpose of the course: | | | | | |
| <p>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.</p> <p>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).</p> | | | | | |
| Short outline, description of acquired knowledge, skills and competences: | | | | | |
| Comprehensive overview about marketing communications issues, especially in an international environment, how global strategies can be implemented in local campaigns. | | | | | |
| Requirements during the semester and teaching methods: | | | | | |
| Active participation is the lectures. | | | | | |
| Compulsory sources/reading, bibliography, available sources for the acquisition of knowledge, skills and competences: | | | | | |
| <ul style="list-style-type: none"> Stokes, Rob (2022): eMarketing - The Essential Guide to Marketing in a Digital World. Red and Yellow Creative School of Business. Libretxts. Varey, Richard (2002): Marketing Communication. Principles and Practice. London: Routledge. Belch, G. E., & Belch, M. A. (2021). <i>Advertising and promotion: An integrated marketing communications perspective</i> (12th edition). McGraw-Hill Education. Shimp, T. A., & Andrews, J. C. (2013). <i>Advertising Promotion and Other Aspects of Integrated Marketing Communications</i> (9th edition). Cengage Learning. | | | | | |
| Recommended additional sources/reading: | | | | | |
| <ul style="list-style-type: none"> Hill, Tim, & McDonagh, Pierre (2020). The Dark Side of Marketing Communications. Routledge. Percy, Larry (2018): Strategic Integrated Marketing Communications, Routledge, New York | | | | | |
| Exam topics and/or questions: | | | | | |
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A list of the required professional competences, competence elements (knowledge, skills, etc.), based on point 7 (bachelor) or 8 (master) of the programme and outcome requirements, to which the course typically and substantially contributes:

- a) Knowledge
 - Understanding the concept of marketing, marketing communication, market orientation
 - Obtain a comprehensive knowledge about the main tools of the marketing communication mix
- b) Skills
 - Capable to adapt the market orientation issues in business communication
 - Able to use marketing communication theory in business challenges.
- c) Attitude
 - Respect the values of consumers and other stakeholders of the company
 - Open to changes and adaptations in the marketing and business communication.
- d) autonomy and responsibility
 - Responsible for own works and tasks.
 - Take responsibility about moral standards how a marketing communication campaign can be implemented.

Notes (e.g. special device, student number limits): -