

1. Course (module) name	2. Code
Integrated Marketing Communication	N200AM16BNVM012

3. Lecturer (s)	4. Division(s)
Coordinator: Assoc. Prof. dr. Žilvinas Židonis	Business School

5. Cycle of studies	6. Course (module) level	7. Course (module) type
First	Course is not divided into parts	Mandatory

8. Delivery form	9. Delivery period	10. Delivery language (s)
Full-time	Semester 3	English

11. Requirements for students	
Preliminary requirements:	Associated requirements (if any):
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12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	160	40	120

16. Course (module) purpose: competences developer by the course programme
To develop student competencies, which allow to understand and analyse the basic principles of integrated marketing communications (IMC) and apply IMC methods and techniques in practice, in order to achieve the objectives provided for in the company's marketing strategy

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements
Students have to be able to work in multicultural environments and complex social contexts, to use communication tools, methods, and different channels, as well as to act in social networks, while combining the interests of the government, citizens and business	Students will know: basic IMC concepts and modern theoretical models of IMC and their application principles of the organisation of marketing activities	Lectures (problem teaching), practical case studies, creative projects, discussions with invited business representatives, individual tasks	Evaluation of practical case study solutions Evaluation of written papers Assessment of scientific text analysis Assessment of individual task presentations Assessment of team task presentations
	Students will be able to: performing market analysis, it's segmenting, determining attractiveness of segments and selecting appropriate IMC measures		
	Students will be able to: planning and organising an integrated marketing communications campaigns for a variety of professional activities.		
	Students will be able to: Investigating can critically assessing the impact of the IMC campaign and results showing the success of the campaign		

18. Course content

Topics	Contact work hours and learning method							Time of independent studies and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work	Tasks
1. IMC concept, role of IMC in the marketing process	1	-	1	-	-	-	2	7	Analysis of scientific literature
2. Value proposition and its communication	2	-	1	-	-	-	3	8	Analysis of scientific literature Case study
3. Communications process	1	-	1	-	-	-	2	7	Analysis of scientific literature Teamwork
4. Marketing communication mix and its environment	2	-	1	-	-	-	3	8	Analysis of scientific literature Practical task
5. Segmentation, target audience, positioning	2	-	1	-	-	-	3	8	Analysis of scientific literature Case study
6. Consumer behaviour	1	-	1	-	-	-	2	7	Analysis of scientific literature Group homework and its delivery
7. Advertising development and planning	2	-	1	-	-	-	3	8	Analysis of scientific literature Teamwork mini-project
8. Brand and brand communication	1	-	1	-	-	-	2	7	Analysis of scientific literature Case analysis, discussion
9. Public relations in the context of IMC	1	-	1	-	-	-	2	7	Analysis of scientific literature Teamwork mini-project and its presentation
10. Sales promotion	2	-	1	-	-	-	3	8	Analysis of scientific literature Case study
11. Event development and planning	1	-	1	-	-	-	2	7	Analysis of scientific literature Practical task
12. IMC and social networks	2	-	1	-	-	-	3	8	Analysis of scientific literature Group discussion
13. Private sales	1	-	1	-	-	-	2	7	Analysis of scientific literature Practical task
14. Media selection and planning	1	-	1	-	-	-	2	7	Analysis of scientific literature

										Teamwork mini-project and its presentation
15. Direct marketing	2	-	1	-	-	-	-	3	8	Analysis of scientific literature Practical task
16. Planning of marketing communication campaigns	2	-	1	-	-	-	-	3	8	Analysis of scientific literature Teamwork mini-project and its presentation
Total	24	-	16	-	-	-	-	40	120	

19. Strategy and criteria of student assessment			
Assessment method	Per cent	Delivery time	Evaluation criteria
Assessment of case study solutions	25%	During the semester	Timely work, quality solution, proposed new ideas, insights and compliance with the assessment methodology
Assessment of individual task presentations	20%	During the semester	Timely work, originality of the work, teaching logic, problem-thinking
Examination – IMC plan and its presentation	55%	During the session	Compliance to the work structure, depth of analysis, suitability and originality of the results, creativity of solutions, logic of reasoning, independence

20. Sources of study, literature
Mandatory sources of study, literature
De Pelsmacker P., Geuens M., Van Den Bergh J. Marketing Communications: A European Perspective. Financial Times Management, 2010 Articles provided by teacher in Moodle system.
Additional sources of study, literature
Belch G. E., Belch M. A. Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition McGraw-Hill/Irwin , 2011 Lambin J. Market-driven Management: Strategic and Operational Marketing, 2 nd ed., Palgrave McMillan, 2007 Egan J. Marketing Communications, Thomson Learning, 2007