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

Study programme:

Academic Undergraduate Studies: Marketing

Responsible Staff:

Assistant Professor Darko Lacmanović; Teaching Assistant: Milica Kovačević, MSc

Pre-requisite:

Nil

Mode of study

Lectures, tutorials, seminar papers, consultations, case studies, simulations, group work

Assessment:

Written: 2 mid-term tests = 40 points

Oral: Final exam = 50 points

Attendance, Student participation = 10 points

Objectives:

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 massages 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.