

Title of course	M4.B Marketing Communication
Responsible instructor	Prof Dr Sebastian Ullrich
Learning objectives	<ul style="list-style-type: none"> ▪ Understanding conditions for advertising and social media ▪ Identify relevant aims of advertising ▪ Compare different advertising strategies ▪ Describe advertising techniques ▪ Illustrate word of mouth ▪ Compare communication channels ▪ Examine, understand and present marketing communication research ▪ Implement marketing research findings to business cases
Course contents	<ol style="list-style-type: none"> 1. Conditions of advertising <ol style="list-style-type: none"> 1.1. Communication conditions 1.2. Market conditions 1.3. Societal change of values 2. Aims of advertising 3. Advertising strategies <ol style="list-style-type: none"> 3.1. Customer-based brand equity 3.2. Positioning 3.3. Challenges of positioning development and implementation 4. Advertising techniques <ol style="list-style-type: none"> 4.1. Social techniques 4.2. Reasons for different advertising effects 4.3. Advertising effects' paths 4.4. Employment of social techniques <ol style="list-style-type: none"> 4.4.1. Make contact 4.4.2. Ensure perception of message and achieve comprehension 4.4.3. Communicate emotions 4.4.4. Consolidate in the brain 4.4.5. Activate behavior and initiate word of mouth 5. Communication channels
Teaching methods	<ul style="list-style-type: none"> ▪ Lectures ▪ Exercises ▪ Hermeneutic discourses ▪ Discussion ▪ Student presentations ▪ Self-study
Prerequisites	There are no formal requirements.
Suggested reading	<ul style="list-style-type: none"> ▪ Current research articles (references will be given in class) ▪ Fill, C.: Marketing Communications, Pearson. ▪ Egan, J.: Marketing Communications, Sage. ▪ Eagle, L.; Dahl, S.; Czamecka, B.; Lloyd, J.: Marketing Communications, Routledge.
Applicability	This course is in particular applicable to the following master programmes: International Business and Economics (M.A.) and Finance (M.Sc.).

	This course is also applicable to other business-oriented master programmes offered by Schmalkalden University of Applied Sciences.
Workload	Total workload: 180 hours, of them: <ul style="list-style-type: none"> ▪ Lecture: 45 ▪ Self-study: 135, of them: <ul style="list-style-type: none"> ▪ Course preparation (in particular reading): 30 ▪ Follow-up: 30 ▪ Preparation for academic research project: 45 ▪ Exam preparation: 30
ECTS credit points and weighting factor	6 ECTS credit points; weighting factor: 6/120
Basis of student evaluation	<ul style="list-style-type: none"> ▪ Comprehensive written examination, 90 minutes (80%) ▪ Student research project (20%)
Time	First academic year
Frequency	Each academic year
Duration	One semester
Course type	Elective course
Remarks	Teaching language is English.