

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	<p>1. Conditions of advertising</p> <p>1.1. Communication conditions</p> <p>1.2. Market conditions</p> <p>1.3. Societal change of values</p> <p>2. Aims of advertising</p> <p>3. Advertising strategies</p> <p>3.1. Customer-based brand equity</p> <p>3.2. Positioning</p> <p>3.3. Challenges of positioning development and implementation</p> <p>4. Advertising techniques</p> <p>4.1. Social techniques</p> <p>4.2. Reasons for different advertising effects</p> <p>4.3. Advertising effects' paths</p> <p>4.4. Employment of social techniques</p> <p>4.4.1. Make contact</p> <p>4.4.2. Ensure perception of message and achieve comprehension</p> <p>4.4.3. Communicate emotions</p> <p>4.4.4. Consolidate in the brain</p> <p>4.4.5. Activate behavior and initiate word of mouth</p> <p>5. Communication channels</p>
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.; "IBE") and Finance (M.Sc.).

	This course is also applicable to other business-oriented master programmes offered by Schmalkalden University of Applied Sciences.
Workload	<p>Total workload: 180 hours, of them:</p> <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 (IBE) or 6/90 (Finance), respectively
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.