

MKT 450 – Marketing Communications (Spring 2020)

General	
Code	MKT 450
Semester	Spring
Type	Compulsory Lecture
Hours/week	2
ECTS Credits	3
Assessment	Written Exam (100%)
Language	English
Contact	Maximilian Gaerth, M.Sc.

Lecture	
Lecturer	Prof. Dr. Florian Kraus
Class Schedule	Friday, 6 March 2020, 10.15 - 13.30, Room SN 163 Introduction: Overview of class, discuss course requirements, goals, and format Brand and Benefit Positioning: <ul style="list-style-type: none"> ▪ T-C-B positioning model ▪ I-D-U benefit analysis
	Friday, 13 Mar 2020, 10.15 - 13.30, Room SN 163 Campaign Objectives: <ul style="list-style-type: none"> ▪ Campaign target audience selection and action objectives ▪ Campaign communication objectives Exercise I
	Friday, 20 Mar 2020, 10.15 - 13.30, Room SN 163 (Guest Lecture tbc) Media Strategy: <ul style="list-style-type: none"> ▪ Media-type selection ▪ Reach pattern Creative Strategy <ul style="list-style-type: none"> ▪ Creative idea generation and selection ▪ Attention tactics
	Friday, 27 Mar 2020, 10.15 - 13.30, Room SN 163 (Guest Lecture tbc) Campaign Budgeting Insights from the Practice (tbc)
	Friday, 3 Apr 2020, 10.15 - 13.30, Room SN 163 (with Q&A Session) Exercise II Exam Exercise / Q&A

Kick-off Date	6 Mar 2020, 10.15 - 13.30, Room SN 163
Registration	All students must register by joining the ILIAS e-learning group of this course. Registration starts on 6 March 2020. Detailed information and the password required for the ILIAS e-learning group will be announced in the first lecture.
Exam	tba

Additional Information	
Short Description	Marketing communications is concerned with the methods, processes, meanings, perceptions and actions associated with the ways in which organizations (and their brands) engage with their target audiences.
Learning Outcomes	This course has four specific learning objectives: <ol style="list-style-type: none"> 1. Understanding of what Marketing Communications is and how it works 2. Understanding of the different process steps of marketing communications (planning, organization, execution, monitoring of communication actions). 3. Knowledge of the various aspects and perspectives of marketing communications (i.a., advertising, public relations, sponsoring, sales promotion, direct marketing). 4. Develop the ability to criticize various communication instruments and their application.
Course Outline	The lecture covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, and personal selling.
Course Material	The course material will be available for purchase one day before the first lecture at the secretariat during office hours .