

MKT 450 – Marketing Communications (Spring 2021)

General		
Code	MKT 450	
Semester	Spring	
Type	Virtual Lecture	
Hours/week	2	
ECTS Credits	3	
Assessment	Written Exam (100%)	
Language	English	
Contact	Maximilian Gaerth, M.Sc.	
Lecturer	Prof. Dr. Florian Kraus	
Lecture		
Class Schedule	Friday, 5 March 2021, 10:15am - 1.30pm	<p>Introduction: Overview of class, discuss course requirements, goals, and format</p> <p>Brand and Benefit Positioning:</p> <ul style="list-style-type: none"> T-C-B positioning model I-D-U benefit analysis
	Friday, 12 March 2021, 10:15am - 1.30pm	<p>Campaign Objectives:</p> <ul style="list-style-type: none"> Campaign target audience selection and action objectives Campaign communication objectives <p>Creative Strategy</p> <ul style="list-style-type: none"> Creative idea generation and selection Attention tactics
	Friday, 19 March 2021, 10:15am - 1.30pm	<p>Guest Talk (Malte Fiedler, Burger King)</p> <p>Campaign Budgeting</p>
	Friday, 26 March 2021, 10:15am - 1.30pm	<p>Media Strategy:</p> <ul style="list-style-type: none"> Media-type selection Reach pattern <p>Exercises I and II</p> <p>Exam Q&A</p>

Kick-off Date	5 March 2021, 10:15am - 1.30pm
Registration	All students must register by joining the ILIAS e-learning group of this course. Registration 5 March 2021. Detailed information and the password required for the ILIAS e-learning group will be announced in the first lecture.
Exam	16 April 2021
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.e., 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	A selection of lecture slides will be uploaded onto ILIAS.