

MKT 450 – Marketing Communications (Spring 2022)

General		
Code	MKT 450	
Semester	Spring	
Type	On Campus Lecture (livestream & recorded)	
Hours/week	2	
ECTS Credits	3	
Assessment	Written Exam (100%)	
Language	English	
Contact	Dr. Maximilian Gaerth	
Lecturer	Prof. Dr. Florian Kraus	
Session I	Friday, 18 February 2022 Time: 10:15am - 1.30pm Room: SN 163	<p>Introduction: Overview of class, 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
Session II	Friday, 25 February 2022 Time: 10:15am - 1.30pm Room: SN 163	<p>Campaign Objectives:</p> <ul style="list-style-type: none"> Campaign target audience selection and action objectives Campaign communication objectives <p>Exercise 1</p>
Session III	Friday, 4 March 2022, 10:15am - 1.30pm Room: SN 163	<p>Creative Strategy</p> <ul style="list-style-type: none"> Creative idea generation and selection Attention tactics <p>Campaign Budgeting</p>
Session IV	Friday, 11 March 2022, 10:15am - 1.30pm Room: SN 163	<p>Media Strategy:</p> <ul style="list-style-type: none"> Media-type selection Reach pattern <p>Guest Lecture (Naomi Emiko, Director of Communications & Brand Strategy at Dorothee Schumacher)</p>
Session V	Friday, 25 March 2022, 10:15am - 1.30pm Room: SN 163	<p>Exercise 2</p> <p>Exam Q&A</p>

Kick-off Date	18 February 2022, 10:15am - 1.30pm
Registration	All students must register by joining the ILIAS e-learning group of this course. Registration 18 February 2022. Detailed information and the password required for the ILIAS e-learning group will be announced in the first lecture.
Exam Date	08 April 2022
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.