

MKT 450 – Marketing Communications (FSS 2024)

General	
Code	MKT 450
Semester	Spring
Type	On Campus Only
Hours/week	2
ECTS Credits	3
Assessment	Exam (100%)
Language	English
Contact	Ann-Kathrin Polenz, M.Sc.
Lecturer	Prof. Dr. Florian Kraus
Session I	Friday, 16 February 2024, 10:15am – 1.30pm Room: SN 163 Introduction: Overview of class, course requirements, goals, and format Brand and Benefit Positioning: T-C-B positioning model & I-D-U benefit analysis
Session II	Friday, 23 February 2024, 10:15am – 1.30pm Room: SN 163 Campaign Objectives: Campaign target audience selection and action objectives & Campaign communication objectives Creative Strategy: Creative idea generation and selection & Attention tactics
Session III	Friday, 1 March 2024, 10:15am – noon Room: SN 163 Exercise 1
Session IV	Friday, 8 March 2024, 10:15am – 1.30pm Room: SN 163 Campaign Budgeting Guest Lecture: The Truth about TV Advertising, Oskar Schneider, Lead Link GmbH Media Strategy: Media-type selection & Reach pattern
	NO LECTURE ON 15th March 2024
Session V	Friday, 22 March 2024, 10:15am – 1.30pm Room: SN 163 Media Strategy: Media-type selection & Reach pattern Exercise 2 and Exam Q&A
Kick-Off Date	16 February 2024, 10:15am – 1.30pm
Registration	All students must register by joining the ILIAS e-learning group of this course.
Exam Date	19 April 2024

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	<p>This course has four specific learning objectives:</p> <ol style="list-style-type: none">1. Understanding of what Marketing Communications is and how it works2. 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.