

Marketing Communication (MKT 614)

Prof. Dr. Florian Stahl

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Consultancy hours: After the class or by appointment

Course Objectives

This course is designed to introduce you into the field of marketing communications and communication management. The emphasis will be on the role of advertising (especially in the digital realm) and other promotional mix elements in the integrated marketing communications program of an organization. The development of a marketing communications program requires an understanding of the overall marketing process, customer behavior, communications theory. Attention will be given to the various marketing communication tools used in contemporary marketing including advertising, direct marketing, the Internet and social media. We will examine the process by which integrated marketing communications programs are planned, developed, executed, and measured as well as the various factors and considerations that influence this process.

Course Composition and Teaching Methods

The course consists of

1. **Pre-recorded lecture units:** The videos of all lecture units can be watched by students in the virtual classroom.
2. **Live sessions** in which students' questions about the lecture units are answered and topics covered in the respective videos are discussed.
3. **Guest lectures** by brand experts and digital marketing managers.

The lectures on "Marketing Communication" cover the following topics:

1. Foundations of Marketing Communications
 - a. The Nature of Communication
 - b. Fundamentals of Marketing Communications
 - c. Designing an Integrated Marketing Communications Strategy
2. Psychology of Communications
 - a. Theoretical Foundation
 - b. Perspectives on Communications
3. New Forms of Interaction
 - a. Variety of New Communication Forms and the Digital Economy
 - b. Customer Experience along the Customer Journey
 - c. Online-Offline Interaction and the Omni-Channel World
 - d. Paradigm Change in Consumption Behavior: Mobile
4. Measuring the Impact of Communications
 - a. Introduction to Performance Metrics
 - b. Performance Metrics in Online Communications
 - c. Attribution Modelling
 - d. A/B Testing
5. Paid, Owned and Earned Media
 - a. Paid Media
 - b. Owned Media
 - c. Earned Media

Recommended Literature (not relevant for the exam):

Advertising and Promotion (11th edition, 2018) by George E. Belch & Michael A. Belch. Publisher: McGraw-Hill Irwin

Virtual Classroom

Participants of the course can download the slides and watch the pre-recorded videos of all lecture units in the virtual classroom of the course. In the pre-recorded videos, all content and slides of all lecture units are presented. The slides and content presented in the videos are all relevant for the exam.

You can access the virtual classroom of the course on the following website:

<http://www.marketingcommunications.education/>

In presence lectures (not recorded):

Date	Topic	Lecturer	Required Preparation
March 22, 2024 (10:15 – 11:45)	Course Opening Discussion of Lecture Unit 1	Prof. F. Stahl	Slides and Videos of Lecture Unit 1
April 12, 2024 (9:30 – 17:00)	Discussion of Lecture Unit 2	Prof. F. Stahl	Slides and Videos of Lecture Unit 2
April 19, 2024 (9:30 – 17:00)	Discussion of Lecture Unit 3+4	Prof. F. Stahl	Slides and Videos of Lecture Unit 3 and 4
April 26, 2024 (9:30 – 17:00)	Discussion of Lecture Unit 5 Guest Lecture	Prof. F. Stahl	Slides and Videos of Lecture Unit 5