

INTERNATIONAL MARKETING COMMUNICATIONS

Number of credits: 4 ECTS

Course period: 2 semester / 1 class per week

Language of Instruction: English

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Course description

Discipline allows to deepen and broaden students' knowledge, and is designed to create students' understanding of the role of international marketing communication in the activities of the modern organization, an ability to effectively use the elements of a complex of marketing communications in the international market to ensure the implementation of the marketing strategy of the organization.

Along with theoretical knowledge, the essence of international marketing communications, their main types, principles and functions as well as basic elements of international marketing communication, the students gain skills of application of professional and practical knowledge and skills that are necessary to select the areas of development of international organizations, the development of the communication software business processes means of ATL and BTL- advertising, PR and other means of marketing communications complex, development communication as a controlling factor of marketing, enables effective management of the organization at the international level in accordance with modern requirements for this type of activity, conduct communication research, public speaking and argumentation skills , skills of debate, etc.

Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

Course outline

Week 1. Lecture 1. The essence and the concept of international marketing communications.

Week 2. Lecture 2. Tools of international marketing communications in the global market. The influence of culture on marketing communication.

Week 3. Seminar 1. Marketing communications abroad: what is legal and what is not.

Week 4. Seminar 2. Factors of source selection information.

Week 5. Seminar 3. Message structure.

Week 6. Seminar 4. Factors for selecting distribution channels.

Week 7. Seminar 5. Global Information Technology.

Week 8. Seminar 6. The process of making a consumer decision to purchase: international experience.

Week 9. Seminar 7. The process of making a consumer decision to purchase: international experience.

Week 10. Seminar 8. Planning of international marketing communications, referring to the template tools of persuasion.

Week 11. Seminar 9. Planning of international marketing communications, referring to the template tools of persuasion.

Week 12. Seminar 10. I Determination of budget.

Week 13. Seminar 11. The implementation and effectiveness of international marketing communications.

Week 14. Seminar 12. The implementation and effectiveness of international marketing communications.

Final exam

Assignments

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Examination

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are

expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

Course evaluation

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

Core reading

1. Невоструев П. Ю. Маркетинговые коммуникации. Учебно-практическое пособие [Электронный ресурс] / Невоструев П. Ю. — М.: Евразийский открытый институт, 2011. — 199 с. — <URL:<http://www.biblioclub.ru/book/93160/>>.
2. Синяев В. В. Маркетинговые коммуникации. Учебник [Электронный ресурс] / Синяев В. В. — М.: Дашков и Ко, 2011. — 324 с. — <URL: <http://www.biblioclub.ru/book/116016/>>.

Recommended reading

1. Бернет, Джон. Маркетинговые коммуникации: интегрированный подход / Д. Бернет, С. Мориарти; Пер. с англ. Н. Габенова, В. Кузина под общ. ред. С. Г. Божук. — СПб.: Пи-тер, 2001. — 860 с. : ил.
2. Синяева И. М. Маркетинговые коммуникации: учебник: [для вузов по специальности "Маркетинг"] / И. М. Синяева, С. В. Земляк, В. В. Синяев; под ред. Л. П. Дашкова. — 3-е изд. — М.: Дашков и К°, 2009. — 323 с.: ил., табл.
3. Ульяновский А. В. Маркетинговые коммуникации. 28 инструментов миллениума. С учетом новейших тенденций, диктуемых современным рынком / А. В. Ульяновский. — М.: Эксмо, 2008. — 425 с.
4. Шульц Дон Е. Новая парадигма маркетинга. Интегрируемые маркетинговые коммуни-кации: [пер. с англ.] / Д. Шульц, С. Танненбаум, Р. Лаутерборн. — М.: ИНФРА-М, 2004. — 233 с.