

Annex No. 3		First Cycle Studies Subject Programme			
1.	Title of subject	Integrated Marketing Communications			
2.	Code	MKT 240			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Faculty of Economics-Skopje, Ss. Cyril and Methodius University in Skopje			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year/semester	Second year / fourth semester	7.	Number of ECTS credits	7,5
8.	Professor	Prof. Anita Ciunova-Shuleska, Ph.D.			
9.	Preconditions for enrolment	None			
10.	<p>Course Competencies and Student Learning Objectives:</p> <p>After completing the course:</p> <ol style="list-style-type: none"> 1. Students should be able to understand the principles and practices of marketing communication 2. Students should be able to successfully combine marketing communication tools 3. Students should be able to prepare a creative brief and design a message for the target audience 4. Students should be able to apply the various control mechanisms to evaluate marketing communication activities; 5. Students should be able to prepare an IMC Plan and define a marketing communications strategy. 				
11.	<p>Subject content:</p> <p>The purpose of this course is to give students knowledge about the process of marketing communications, and marketing communication tools. The students should learn not only how to identify marketing communication tools but how to successfully combine them through the development of a marketing communication plan based on an understanding of consumer behavior and competitors' marketing communications activities. For that purpose, the focus of this course is on advertising, personal selling, sales promotion, public relations, publicity, direct marketing, and digital marketing activities.</p> <ol style="list-style-type: none"> 1. An introduction to integrated marketing communications 2. Perspectives on consumer behavior 3. Communication process 4. Message, source, and channel factors 5. Objectives and budgeting 6. Creative strategy: Planning and development 7. Creative strategy: Implementation and evaluation 8. Media planning and strategy 9. Direct marketing 10. Sales promotion 11. Public relations, publicity, and corporate advertising 12. Personal selling 13. Digital media and interactive marketing communications 14. Measuring the effectiveness of the marketing communication program 				
12.	<p>Learning methods:</p> <p>Lectures with presentations, interactive lectures, teamwork, guest lecturer, case studies, preparation and presentation of a project assignment.</p>				
13.	Total hours	7.5 ECTS x 30 classes =225 classes			
14.	Allocation of hours per activity	60 + 30 + 30 + 15 + 90 = 225 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	60 classes	
		15.2.	Exercises (laboratory, auditory), seminars, teamwork	30 classes	
16.	Other types of activities	16.1.	Seminar paper / project / research (presentation: written and oral)	30 classes	
		16.2.	Individual assignments	15 classes	
		16.3.	Self-study	90 classes	

17.	Grading method		60+30+10 = 100 points		
	17.1.	Tests	60 points		
	17.2.	Seminar paper/project (presentation: written and oral), laboratory exercises	30 points		
	17.3.	Activity and participation	10 points		
18.	Grading scale		Less than 50 points	5 (five) (F)	
			From 51 to 60 points	6 (six) (E)	
			From 61 to 70 points	7 (seven) (D)	
			From 71 to 80 points	8 (eight) (C)	
			From 81 to 90 points	9 (nine) (B)	
			From 91 to 100 points	10 (ten) (A)	
19.	Preconditions for taking the final exam		Realized activities from points 15 and 16		
20.	Language		Macedonian (or English)		
21.	Evaluation method		Internal evaluation and survey		
22.	Literature				
	Mandatory literature				
	22.1.	No.	Author	Title	Publisher
		1.	Belch, G.E., and Belch, M.A.	Advertising and Promotion	McGraw-Hill
					Year
					2017
	Supplemental literature				
		No.	Author	Title	Publisher
		1.	Percy, L.	Strategic Integrated Marketing Communications	third edition, Routledge
					Year
					2018
	22.2.	2.	Clow, K.E., and Baack, D.	Integrated Advertising, Promotion & Marketing Communications	eight edition, Prentice Hall
					Year
					2018
		3.	Fill, C.	Marketing Communications- Interactivity, Communities and Content	Prentice-Hall
					Year
					2009