

<b>Annex No. 3</b>		<b>Second Cycle Studies Course Programme</b>			
1.	Course Title	<b>Marketing Communications and Branding</b>			
2.	Code	MKT 543			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics-Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year/semester	2022-2023 / First year / second semester (summer semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Anita Ciunova-Shuleska, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	<b>Course Objectives (Competencies):</b> After completing the course: <ol style="list-style-type: none"> <li>1. Students should be able to implement an integrated marketing communications approach</li> <li>2. Students should be able to successfully select and combine marketing communication instruments and media for communication with the target audience</li> <li>3. Students should know how to utilize marketing communication instruments based on the knowledge about consumer behavior and marketing communications goals</li> <li>4. Students should use marketing communications for the purpose of brand building.</li> </ol>				
11.	Course content: <ol style="list-style-type: none"> <li>1. Integrated marketing communications</li> <li>2. Branding and marketing communications</li> <li>3. Consumer behavior and marketing communications</li> <li>4. Objectives and marketing communications budgets</li> <li>5. Marketing communications instruments</li> <li>6. E-marketing communications</li> </ol>				
12.	Learning methods: Lectures, interactive teaching, quizzes, projects, movies, supported by LCD and PowerPoint				
13.	Total hours	6 ECTS x 30 classes = 180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 = 180 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	24 classes	
		15.2.	Consultative teaching and exercises (laboratory, auditory), seminars, teamwork	16 classes	
16.	Other types of activities	16.1.	Project assignments	40 classes	
		16.2.	Individual assignments	10 classes	
		16.3.	Home-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)	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/English				
21.	Evaluation method	Internal evaluation and survey				
22.	Literature	Compulsory literature				
		No.	Author	Title	Publisher	Year
22.1.		1	De Pelsmacker, P., Geuens, M. and Van den Bergh, J.	Marketing Communications: European perspective	Prentice-Hall	2007
		2.	Belch, G.E. and Belch M.A.	Advertising and Promotion	McGraw-Hill	2017
		Additional literature				
		No.	Author	Title	Publisher	Year
22.2.		1	Clow K.E. and Baack, D.	Integrated Advertising, Promotion, and Marketing Communications, 3e	Prentice-Hall	2007
		2	Wells W, Moriarty, S. and Burnett J.	Advertising- Principles and Practice, 7e	Prentice-Hall	2006