

Syllabus
MCO2040 Fundamentals of Marketing Communications
Prof. Dr. Anja Spilski
Summer term 2024

Level	Bachelor	
Credits	5	
Student Contact Hours	4	
Workload	lecture and case study meetings = 48 hours self-study, group work, case study, exam preparation = 102 hours total = 150 hours	
Prerequisites	Fundamentals of Marketing	
Time	see LSF	
Room	see LSF	
Start Date	See LSF	
Lecturer(s)	Name	Prof. Dr. Anja Spilski
	Office	W2.4.02
	Virtual Office	Online-Office BMKWE in Alfaview (there, please enter the sub-room „Anja Spilski“)
	Office Hours	Tuesdays 13:30 to 15:00 pm, please make an appointment per email
	Phone	+49 7231 286594
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Outline of the Course

The course has two parts, a lecture (MCO2042) and a case study class (MCO2043).

During the lecture the students are provided with a comprehensive understanding of the foundations of marketing communications and its applications.

In the case study part, the students will be teamed up in groups. Each team is supposed to work on an in-depth topic from the field. The contents of the lecture should be applied and related to realistic examples and case studies. The knowledge gained will be useful for in-depth understanding of situations and making informed decisions in the field of marketing communications

Course content:

- Foundations of marketing communications: the role of marketing communications in the marketing mix, relationships of communications and branding)
- Models of how communications work
- Objectives and performance
- The idea of integrated marketing communication (IMC) (the communications mix, traditional and modern instruments of marketing communications)
- Contents, channels, contexts and cooperations in marketing communications

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods	
After completion of the program the students will be able...		After completion of the course the students will be able...	Written Exam	Presentation
			60%	40%
			Individual	Collective
1	Expert Knowledge			
1.5	...to demonstrate profound expert knowledge in their field of specialization.	to explain the foundations of marketing communications, particularly terms, models, structure and elements of marketing communications.	x	x
2	Digital Skills			
2.2	...to effectively use and apply information systems to develop solutions in business settings.	to research business and scientific information with the help of digital databases.		x
2.3	...to effectively use digital technologies to interact, to collaborate and to communicate.	to prepare and hold a presentation based on digital technologies.		x
3	Critical Thinking and Analytical Competence			
4	Ethical Awareness			
5	Communication and Collaboration Skills			
5.2	...to demonstrate their oral communication skills in presentations.	to present the results of their case study analyses to the group in an understandable and convincing manner.		x
5.3	...to work successfully in a team by performing practical tasks.	to achieve and formulate team consensus on learnings from a case study.		x
6	Internationalization			
6.2	...to articulate themselves in a professional manner in international business.	use the relevant terms from the field of marketing communication in English language	x	x
6.3	...to successfully demonstrate awareness of cross-cultural differences.	to reflect on cross-cultural differences in terms of the particular case study topics		x

Teaching and Learning Approach

The lecture consists of knowledge acquisition and interactive exercises.

By working on case studies and on scientific literature on the topics, students deepen their knowledge in selected areas and gain additional in-depth knowledge through discussions of their and their fellow students' case study results.

Reading the literature below is essential.

Literature and Course Materials

- De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2021). *Marketing communications. A European perspective*. 7th ed., Pearson.
- Eagle, L., Czarnecka, B., Dahl, S., & Lloyd, J. (2021). *Marketing communications*. 2nd ed., Routledge.

Additional course materials will be provided via Moodle.

Assessment

The final grade will consist of two components:

- Lecture (MCO2042): written exam (60 minutes) (60 %)
- Case studies (MCO2043): performance during presentation and discussion (40 %).

Schedule

The detailed schedule will be provided in class and via Moodle.

Code of Conduct in Case of Online Teaching

[Link to the Code of Conduct for online Teaching](#)