

Business PF

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Fundamentals of marketing communications and case studies

MC02041

- *Syllabus* -

Course:	MCO2041 – Fundamentals of marketing communications and case studies
Workload:	5 ECTS Credits
Level:	advanced
Prerequisites:	Basic knowledge in marketing
Validity:	Each summer semester
Lecturer:	Prof. Dr. Jörg Tropp office: W2.3.08 Kolloquium: see LSF Tel.: +49 7231 28 6342 (secretary) Fax: +49 7231 28 7342 e-mail: joerg.tropp@hs-pforzheim.de Internet: www.joerg-tropp.net
Ort und Zeit:	see LSF

Outline

The course will provide the students with a comprehensive understanding of the foundations of marketing communications and its applications. The accompanying case studies assure a strong link between the theoretical background and the practice of management marketing communications. This gained knowledge will help for well-thought-out decision making in the realm of marketing communications.

Course content

- Theoretical foundations of communications (mathematical information theory, meaning & sensemaking theories)
- Foundations of marketing communications (marketing communications and the marketing mix, contemporary definition of marketing communications, what are good marketing communications?)
- The marketing communications process (input, output, outgrowth, outcome, outflow)
- Execution of marketing communications (communication agency and creative brief)
- Case studies

Outcomes

By the end of the course participants will

- have a contemporary theoretical understanding of the overall marketing communications process
- know theories and models to reflect marketing communication effects in complex and dynamic environments
- be able to name, rephrase and employ the *traditional* (e. g. media advertisement, sales promotion) and *modern* marketing communications instruments (Consumer Generated Advertising, Utility Marketing, Corporate Social Responsibility/Cause related Marketing, Guerilla Marketing, Word-of-Mouth-Marketing) and at least,
- be able to differentiate their practise against the background of specific business cases in order to appraise and argue marketing communications management decisions

Contribution of course to the achievement of objectives of degree program:

Objective of degree program	Contribution
<p>7.1 Secure and qualified expert knowledge</p>	<p>Students learn the foundations of marketing communications, particularly terms, forms, structure and process of marketing communications</p>
<p>7.2 Secure and qualified application of methods and instruments</p>	<p>Students apply the learned foundations in case studies</p>
<p>7.3 Interpretation and critical reflection of results as well as development of alternative solutions and action approaches</p>	<p>Along with the case studies students develop and reflect alternative scenarios and give concrete recommendations</p>

Teaching and learning methods

- Presentations will be given to provide the theoretical basis
- Practical exercises will be used to apply the theoretical frameworks and tools
- Case studies will be solved and discussed to understand practical situations
- Videos will be used to further illustrate key concepts (e.g. making-of campaigns)

Assignments

In the case study module participants will be teamed up in groups of max. four students. Each team has to accomplish two assignments (presentations on the same case). Based on an authentic situation in marketing practice the teams have to develop an integrated marketing communications briefing of a communication agency on the development of the case-related campaign.

Content of team presentations equates to central categories of an agency brief:

- Task of the agency
- Communication objectives
- Target group/s
- Consumer insights
- Benefit/s
- Marketing communications mix
- Evaluation

Time limit for each presentation is 15-20 min. Each group member has to present.

Instructions for submitting assignments

- Assignments are due on the day before presentation and have to be sent to the lecturer via e-mail. The submission must be a ppt-file or a link where the PPT-file can be downloaded.
- The assignment has to be self-explanatory.

If you limit the content of your presentation charts on your key insights, keywords, tables, figures etc. and do not provide full sentences on the charts - what would be appreciated – you are asked to deliver comments to the slides. This makes it possible to refer to your line of arguing without listening to your presentation you gave in class. Students can decide whether comments are included in the presentation or in an extra document (additional *.ppt

or *.doc-file). Sections of the presentation have to be allocated by name to each member of the group.

- Teams' class mates would appreciate a handout, but it's not mandatory.

Grading

The final grade consists of the following components:

Module	Assessment	Share of final grade
Fundamentals of Marketing Communications / lecture	written exam (60 min.)	60%
Case studies	2 presentations	40%

Module case studies accounts for 40% of the final grade. This portion is split into:

- 1st presentation: 40%
- 2nd presentation: 60%
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In case that an assessment of one of the both sub-modules (lecture or case studies) is graded ≥ 4.7 the result of the assessment of the entire module will be "failed".

Documents

Script of the lecture is provided for download in the e-campus → moodle

Literature

- Percy, Larry (2011): Strategic Integrated Marketing Communications. Amsterdam et al.: Elsevier.
- Tropp, Joerg (2018): Fundamentals of Marketing Communications and Case Studies – summer semester 2018. (Script of the textbook: Moderne Marketing-Kommunikation. System, Prozess, Management. 2. überarb. u. erw. Aufl. Wiesbaden: Springer VS, 2014); script is provided for download.)
- Tropp, Joerg (2012): Integrated Marketing Communications: How can we measure its effectiveness? In: Journal of Marketing Communications, Vol 18, 2/2012, pp. 113-132, (in collaboration with Reinold, Tobias).