

<b>Study program: Modern Business Management; Module: Marketing Management</b>			
<b>Subject name: Integrated Marketing Communications</b>			
<b>Lecturer:</b> Aleksandra Brakus, Ph.D. ( <a href="mailto:aleksandra.brakus@mbs.edu.rs">aleksandra.brakus@mbs.edu.rs</a> )			
<b>Subject status: obligatory</b>			
<b>ECTS: 8</b>			
<b>Pre-requisites: -</b>			
<b>Subject objectives</b> The goal is to introduce students to the new approach to the integrated marketing communications. The emphasis is on the importance of communications in marketing and the changes in the concept of promotion mix, as well as the necessity of harmonizing the overall company communications with the environment.			
<b>Subject outcomes</b> The capacity of the students to understand the importance of communications in marketing, to understand the difference between the concept of promotion mix and the integrated marketing communications, and to critically analyze theoretical background of the concept of integrated marketing communications and their appliance in practice.			
<b>Subject description</b> <b>Assignments:</b> Theoretical: The appearance of the integrated marketing communications. Marketing conception and the importance of communication. Promotion mix and the integrated marketing communications. The new approach to the marketing communications. The definition of the integrated marketing communications. A practical application of the integrated marketing communications. The organizational solutions for the application of the integrated marketing communications. Advertizing as the integral element of the integrated marketing communications. The integration of advertizing and the other marketing communications tools. The integration of communication channels. Media: resources for advertizing marketing messages. The integration of media. The use of Internet as the medium for the transfer of marketing messages. The integration of communications on the international level. The possibility of the application of marketing communications. The obstacles to the application of the integrated marketing communications and the possibility of their overcoming. Practical: Case study, discussions, seminar papers presentations			
<b>Materials</b> Огњанов, Г., (2009), <i>Интегрисане маркетиншке комуникације</i> , Центар за издавачку делатност Економског факултета, Београд. Врачар, Д., (2005), <i>Стратегије тржишног комуницирања</i> , Центар за издавачку делатност Економског факултета, Београд. Shimp, T.(2000), <i>Advertising, Promotion and supplemental Aspects of Integratet Marketing Communication</i> , The Dryden Press, Fort Worth,. Prickton, D., Broderick, A., (2001), <i>Integrated Marketing Communications</i> , Pearson Education, England. Kotler, P., Keler, K., (2006), <i>Маркетинг менаџмент</i> , Дата Статус, Београд.			
<b>Total number</b>		<b>Courses:3x15=45</b>	<b>Practice: 3x15=45</b>
<b>Teaching methods</b> Lectures are auditory supported by modern teaching tools and active student participation. Exerices include: consolidation of lectures; exams; individual work with students through seminar papers; team discussions.			
<b>Grade (maximum number of points 100)</b>			
<b>Pre-exam assignments</b>	points	<b>Final exam</b>	points
Course activity	20	written exam	
Practice	10	oral exam	30
Test-s	30	.....	
Essay-s	10		

