

Course Name	Promotion and marketing communications		
Code	DRK		
Type	Non-mandatory (optional)		
University Level	University graduate level, 6 th		
Year	3 rd	Semester	5 th
ECTS	4 ECTS points		
Lecturer	Duje Petričević, lecturer		
Gained competencies after completion	<p>Overall competencies:</p> <ol style="list-style-type: none"> 1. Creating promotional and integrated marketing communication channels that connect to the target audience and deliver a desired and useful product (service), through the creation of a superior brand and the increased goodwill. <p>Particular, theoretical and practical proficiencies:</p> <ol style="list-style-type: none"> 1. Understanding of the role of marketing in product creation. 2. Grasp of basic marketing management skills. 3. Internal and external environment evaluation. 4. Media and culture connections and business opportunities in the New Media. 5. PR purpose and basic usage, relationship with marketing. 6. Creative marketing strategies, managing the media brand. 		
Enrolment prerequisites	Regulated by The Statute of TV-Akademija, as well as particular Study Regulations.		
Course contents	<ol style="list-style-type: none"> 1. Introduction to marketing as both a business philosophy and the tool for managing internal and external relationships. 2. Product life cycle. 3. Basic marketing research methodology and principles, data gathering used for business decision-making process. 4. Promotion as a component of integrated marketing communication, creative development strategies. 5. Interactive marketing communications, Web 2.0. 6. Marketing communication solutions, establishing a relationship with a target audience through creative solution evaluation and selection process. 7. Cross-cultural marketing communication process, synergy and dynamics. Planning an integrated communication approach, managing a media brand. 		
Recommended literature	<ol style="list-style-type: none"> 1. Widing, R., Sheth, J.N., Pulendran, S., Mittal, B., Newman, B.I., (2003), <i>Customer Behaviour</i>, Thomson, Singapore 2. Clow, K.E., Baack, D., (2010) <i>Integrated Advertising, Promotion, and Marketing Communications</i>, Pearson, New York 3. Peter, J.P., Olson, J.C., (2007), <i>Consumer Behavior and Marketing Strategy</i>, Irwin McGraw-Hill, New York 4. Russell, J.T., Lane, W.R., (1993), <i>Kleppner's Advertising Procedure</i> 12th edition, Irwin McGraw-Hill, New York 		
Additional literature	<ol style="list-style-type: none"> 1. Kesić, T. (2003), <i>Integrirana marketinška komunikacija</i>, OPINIO d.o.o., Zagreb 2. Gutić, D., Broz, D. (2011), <i>Marketing u praksi</i>, Grafika d.o.o., Osijek 		
Education execution	Lectures, seminars and practical lessons.		
Exam prerequisites	Signature prerequisites: at least 50% attendance on lectures, as well the seminars and practical lessons. Signature is a prerequisite for talking the final exam.		
Methods for assessing the attained practical skill and theoretical knowledge, exam execution	Practical assignments, 2 preliminary exams, written and oral exam, carried by the lecturer.		
Language in which the course will be carried out	English		
Methods for determining the quality of lessons, as well as the exam	Internally, carried out by surveying the students. Of course, the survey is completely anonymous. Externally, by evaluations of the experts in the field.		