

UNIVERSITY OF ECONOMICS - VARNA
MASTER DEGREE CENTER
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. Stoyan Marinov, PhD)

SYLLABUS

SUBJECT: INTEGRATED MARKETING COMMUNICATIONS

DEGREE PROGRAMME: INTERCULTURAL BUSINESS; MASTER`S DEGREE

YEAR OF STUDY: 6; SEMESTER: 12

TOTAL STUDENT WORKLOAD: 60 hours; incl. curricular 15 hours

CREDITS: 2

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	15 0	1 0
EXTRACURRICULAR	45	-

Prepared by:

1.
(assoc. prof Vladimir Zhechev, PhD)

Head of department

of Marketing:
(assoc. prof Vladimir Zhechev, PhD)

I. ANNOTATION

Integrated marketing communications (IMC) it's a style of communication that incorporates all of a brand's messaging into one unified tone. IMC takes a company's various promotions and ensures that they follow a distinct, unified style which results in marketing efforts that are consistently recognizable to customers. IMC has four primary objectives: creating brand awareness, generating product interest, increasing the desire for products and prompting action in the form of a sale.

The main competencies involved in the Design Thinking course are:

- Personal, social and learning to learn competence (5).*
- Citizenship competence (6).*
- Cultural awareness and expression competence (8).*

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
	Theme 1. THE 6M MODEL OF MARKETING COMMUNICATIONS	4		
	Theme 2. STRATEGIC INTENT – MISSION AND MARKET	4		
	Theme 3. STRATEGIC EXECUTION – MESSAGE AND MEDIA	4		
	Theme 4. STRATEGIC IMPACT – MONEY AND MEASUREMENT	3		
	Total:	15		

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Course project	1	20
1.2.	Presentation	1	5
1.3.	Case study	1	5
	Total midterm control:	3	30
2.	Final term control		
2.1.	Examination (PBL)	1	15
	Total final term control:	1	15
	Total for all types of control:	4	45

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Blech, G., Belch, M., Purani, K. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective. 12th Edition, McGraw Hill.
2. Integrated Marketing Communications Course Materials available at <https://e-learn.ue-varna.bg>.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Juska, J. (2022). Integrated Marketing Communication: Advertising and Promotion in a Digital World. Routledge.
2. Kitchen, P., Tourky, M. (2022). Integrated Marketing Communications: A Global Brand-Driven Approach. Palgrave Macmillan Cham.
3. Littlefield, R., Sellnow, D., & Sellnow, T. (2021). Integrated marketing communications in risk and crisis contexts. Lexington Books.
4. Shimp, T., & Andrews, J. (2018). Advertising, promotion, and other aspects of integrated marketing communications. Australia: Cengage.