

## SYLLABUS for the course

Basic data for the course			
<b>Academic unit:</b>	Faculty of Economy		
<b>Title of the course:</b>	Integrated Marketing Communications		
<b>Level:</b>	Master		
<b>Status of the course:</b>	Obligatory		
<b>Year of studies:</b>	I		
<b>Number of hours per week:</b>	3		
<b>ECTS credits:</b>	8		
<b>Time/location:</b>	Friday, room 6, 10h		
<b>Tutor:</b>	Prof.asoc. dr. Fatos Ukaj		
<b>Tutor's contact details:</b>	<a href="mailto:fatos.ukaj@uni-pr.edu">fatos.ukaj@uni-pr.edu</a>		
Content of the course			
<b>Content of the course</b>	The course will be broken down by enabling students to become acquainted with the theoretical and practical knowledge base with new ones about the marketing concept, which will be explained through the latest knowledge on Marketing Communication, in the Integral Communication System as a Marketing Mix tool. Understanding the importance of applying the concept of marketing to business, and the role of Promotion in Building Business Image, and the role of Communication Marketing in Business Success..		
<b>Course's objectives:</b>	The aim of the course is to equip students with the basic knowledge of Communication Marketing, Recognizing Global Business as a Contemporary Social and Economic Phenomenon. Achieve knowledge about the role of Promotion and its core elements in business development in various fields. The acquisition of this curriculum enables students to benefit in raising their skills for further studies.		
<b>The expected outcomes:</b>	<ul style="list-style-type: none"> <li>• Understand the notion and characteristics of the integral communication system such as "Communication Marketing"</li> <li>• Study Promotion - a mix marketing tool,</li> <li>• Use the integral approach of the main Promotion Forms,</li> <li>• Understand the role and importance of Integrated Marketing Communication in Enterprise Business,</li> <li>• Planning the Communication Process,</li> <li>• Utilize communication strategies;</li> <li>• Apply methods for forming a promotional budget and evaluate the communication and sales effects of the promotion.</li> </ul>		
The students' workload (hours per semester, ECTS)			
Activity	Activity	Activity	Total
Lectures	3	15	45
Seminars(theoretical and practical)	12		12
Case studies			
Direct contact with tutor			
Field research			
Colloquiums			
Homework	8		8
Individual study (at library or at home)	8	15	120
Final preparation for the exam			
Evaluation			

Projects, presentation etc.	15		15																				
<b>Totali</b>			<b>200</b>																				
Teaching methods:	<ul style="list-style-type: none"> <li>• Interactive lectures illustrated with power point presentations,</li> <li>• seminars, debates and group work on specific issues (analysis and discussion)</li> <li>• interactive work, group work, learning by working and repeating.</li> </ul>																						
<b>Assessment methods:</b>	<p>In order to have a fair and appropriate assessment of students throughout the semester, the final mark consists of points that students earned in all activities throughout the semester in lectures, seminars, presentations, essays etc. These are calculated as follows:</p> <table> <tr> <td colspan="4"><u>Full time study</u></td> </tr> <tr> <td>Seminars</td> <td></td> <td>15%</td> <td></td> </tr> <tr> <td>Presentation/Individual work</td> <td></td> <td>15%</td> <td></td> </tr> <tr> <td>Final exam</td> <td></td> <td><u>70%</u></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td>100%</td> <td></td> </tr> </table>			<u>Full time study</u>				Seminars		15%		Presentation/Individual work		15%		Final exam		<u>70%</u>		Total		100%	
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<b>Literature</b>																							
<b>Basic literature:</b>	Artan Xh. Duka, 2012,, Komunikimi Marketing, Grand Prind, Tiranë,																						
<b>Additional literature:</b>	<p>- Olujimi Kayode, 2014, Marketing Communications, 1st edition, Olujimi Kayode&amp; bookbon.com, ISBN 978-87-403-0674-3. Ph. Kotler.&amp; G.Amstrong,2013, “Parimet e Marketingut”, UETPRESS, Tirane. - Artan Xh. Duka&amp; Niko.A. Pano,2006; Promocioni, Logoreci, Tiranë,2006. - George e. Blech: 2006, Advertising and promotion – An integrated Marketing Communications perspective, -Fatos Ukaj, Promotion and integrated marketing communication as a process with influence in consumer behavior , International Journal of Interdisciplinary Research SIPARUNTON.2013, Volume 1, Issue 3. <a href="http://dukagjinicollege.eu/libri3/569-574_Ukaj_Fatos.pdf">http://dukagjinicollege.eu/libri3/569-574_Ukaj_Fatos.pdf</a> Studentet mund te shfrytëzojnë materiale nga www. <a href="https://bookboon.com/">https://bookboon.com/</a></p>																						

<b>The detailed plan of work:</b>	
<b>Week</b>	<b>Topic</b>
<b>Week 1</b>	Topic: Key concepts and their analysis: - General Knowledge on Marketing Communication, and Promotion, - Main features of the Integrated Marketing Communication;
<b>Week 2</b>	Topic: The notion and main forms of communication,
<b>Week 3</b>	Topic: Advertising - the main form of promotion;
<b>Week 4</b>	Topic: Advertising environment - ethics
<b>Week 5</b>	Topic: Advertising Agency - organization
<b>Week 6</b>	Topic: Audience - consumer behavior
<b>Week 7</b>	Theme: Advertising Function-Perception
<b>Week 8</b>	Topic: Media Planning - challenge
<b>Week 9</b>	Topic: The Creator Process
<b>Week 10</b>	Theme: Types and Media Booking - Media
<b>Week 11</b>	Topic: Plus Advertising
<b>Week 12</b>	Topic: Public Relations and Publicity
<b>Week 13</b>	Topic: Personal Sale - Role
<b>Week 14</b>	Topic: Sales Promotion - Objectives

**Academic policies and code of conduct:**

Students are expected to participate in lectures, seminars and group discussions. Tutor is available for individual consultations as well. Students are required to read the literature before each lecture. Students are not obliged to undertake the intermediate assessments during the semester. They should respect the code of conduct during lectures and exams and in communication with the academic staff.