



## Syllabus of Module

# 5. Marketing Communication and Argumentation

**Lecturer: Mgr. Jiří Kocich, MBA**

### Module Annotation

Marketing communication means all communication activities through which the company tries to influence the knowledge, attitudes and behaviour of the customer regarding products or services offered by the company on the market. Organisations are also aware that not only customers are important to them, but also other groups of people and organisations. Communication with shareholders, the financial world, employees and their families, the media and government organisations is important. The company needs to inform its financiers, employees, the press and other interested parties about important corporate events, and in addition to gain and maintain a positive image and later also a reputation. The common term for these activities is "corporate communication".

### Module Objective

The aim of the course is to familiarise students with all essential theoretical concepts and information for the practical use of advertising, direct marketing, sales support, PR, event marketing and sponsorship, personal sales and online communication. The focus of interpretation is a concept of marketing communication based on a company's marketing plan. The course will enable students to acquire theoretical and practical knowledge and at the same time understand the broader context of marketing communication in the current socio-economic space.

## Literature

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