



Syllabus of Module

6. Marketing Communication

Lecturer: PhDr. Jan Závodný Pospíšil, Ph.D.

Module Annotation

The course provides an integrated overview of the different forms of marketing communications (advertising, direct marketing, online communications, public relations, sales promotion, and personal selling). The course focuses on their functions, theoretical background, and practical applications.

Module Objective

Upon successful completion of this course, students will be able to:

- explain the usage of different tools of the marketing communication mix
- explain the differences between the different tools of the marketing communication mix
- explain the main concepts of consumer behavior and use them while planning a communication campaign
- to decide on the right communication tools

Literature

1. BELCH, G. E., & BELCH, M. A. (2004). *Advertising and promotion: An integrated marketing communications perspective* 6th. New York: McGraw-Hill I.
2. CANT, M. C., STRYDOM, J. W., JOOSTE, C. J., & du PLESSIS, P. J. (Eds.). (2009). *Marketing management*. Juta and Company Ltd.

3. De PELSMACKER, P., GEUENS, M., & Van den BERGH, J. (2007). *Marketing communications: A European perspective*. Pearson education.
4. O'GUINN, T., ALLEN, C., SEMENIK, R. J., & SCHEINBAUM, A. C. (2014). *Advertising and integrated brand promotion*. Cengage Learning.