

Course title:	Marketing Communication Management		
Course title in Polish:	Zarządzanie Komunikacją Marketingową		
Course for discipline:	Management and Quality Sciences		

Semester:	6	Status of course:	faculty	Language:	english
Academic year:		Catalog number:			

Coordinator of course:	Hanna Górska-Warsewicz, PhD, Assoc. Prof.							
Lecturer od course:	Hanna Górska-Warsewicz, PhD, Assoc. Prof.							
Executing unit:	Management Institute							
Ordering unit:	Doctoral School SGGW							
Assumptions, goals and description of the course: ²	<p>Assumptions and objectives: 1. to provide doctoral students with knowledge, competencies and skills related to marketing communication management, 2. To present traditional and modern communication tools.</p> <p>Description of the course: Marketing communication description. Marketing communication management. Process of creating a marketing communication strategy. Methods, tools, and indicators for evaluating the effectiveness of a marketing campaign. Integrated marketing communication strategies at the corporate, brand, and product levels. International advertising and shared cultural values. Channels-based typology of marketing communication. Theory for effective communication.</p>							
Didactic form, number of hours:	Tutorials, 10h							
Teaching methods:	multimedia presentation, discussion							
Limits of people in the group:	20							
Learning outcomes								
KNOWLEDGE - the graduate knows and understands:	SKILLS - the graduate is able to:	COMPETENCES - the graduate is ready to:						
To the extent enabling to revise the existing pradigms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	Critically evaluate the achievements in the field/discipline represented						
Major general development trends in the field/discipline		Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect						
		Support the ethos of scientific circles and conduct independent research						
The method of verification of learning outcomes:	Exam and project work							
Form of documentation of achieved learning outcomes:	Exam protocol, project paper, student list							
Elements and weights of the final grade:	50% exam, 50% project work							
Place of the course:	Teaching room							
Basic and supplementary literature								
1. Percy L. (2023): Strategic Integrated Marketing Communications. Routledge; 4th edition 2. Blakeman R. (2023): Integrated Marketing Communication. Rowman & Littlefield Publishers 3. Juska J. (2021): Integrated Marketing Communication: Advertising and Promotion in a Digital World. Routledge; 2nd edition								
Comments:								

Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes:	10
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Leraning outcomes reference to the second degree characteristics of the National Qualification Framework (level 8) covering doctoral competences:		
Symbol:	Learning outcomes:	8 level NQF
SD1_KW01	To the extent enabling to revise the existing pradigms in the field/discipline - the world achievements, gathering theoretical background as well as general and selected detailed issues	P8S_WG
SD1_KW02	Major general development trends in the field/discipline	P8S_WG
SD1_KU05	Carry out critical assessment of the scientific research findings and expert activities and their contribution to the knowledge development in the field/discipline	P8S_UW
SD1_KK01	Critically evaluate the achievements in the field/discipline represented	P8S_KK
SD1_KK03	Recognise knowledge in solving cognitive and practical problems characteristic for the area of research (field/discipline) and in an interdisciplinary aspect	P8S_KK
SD1_KK08	Support the ethos of scientific circles and conduct independent research	P8S_KR