

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

<b>Semester:</b>	6	<b>Status of course:</b>	faculty	<b>Language:</b>	english
<b>Academic year:</b>		<b>Catalog number:</b>			

<b>Coordinator of course:</b>	Hanna Górska-Warsewicz, PhD, Assoc. Prof.
<b>Lecturer od course:</b>	Hanna Górska-Warsewicz, PhD, Assoc. Prof.
<b>Executing unit:</b>	Management Institute
<b>Ordering unit:</b>	Doctoral School SGGW
<b>Assumptions, goals and description of the course:</b>	<p>Assumptions and objectives:</p> <ol style="list-style-type: none"> <li>1. to provide doctoral students with knowledge, competencies and skills related to marketing communication management,</li> <li>2. To present traditional and modern communication tools.</li> </ol> <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>
<b>Didactic form, number of hours:</b>	Tutorials, 10h
<b>Teaching methods:</b>	multimedia presentation, discussion
<b>Limits of people in the group:</b>	20

#### Learning outcomes

<b>KNOWLEDGE - the graduate knows and understands:</b>	<b>SKILLS - the graduate is able to:</b>	<b>COMPETENCES - the graduate is ready to:</b>
To the extent enabling to revise the existing paradigms 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
<b>The method of verification of learning outcomes:</b>	Exam and project work	
<b>Form of documentation of achieved learning outcomes:</b>	Exam protocol, project paper, student list	
<b>Elements and weights of the final grade:</b>	50% exam, 50% project work	
<b>Place of the course:</b>	Teaching room	

#### Basic and supplementary literature

1. Percy L. (2023): Strategic Integrated Marketing Communications. Routledge; 4th edition
2. Blakerman 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

<b>Comments:</b>	
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<b>Estimated number of hours of work of the doctoral student necessary to achieve the assumed learning outcomes:</b>	10
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#### Learning outcomes reference to the second degree characteristics of the National Qualification Framework (level 8) covering doctoral competences:

<b>Symbol:</b>	<b>Learning outcomes:</b>	<b>8 level NQF</b>
SD1_KW01	To the extent enabling to revise the existing paradigms 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