

Faculty of Business and Management

NATIONAL RESEARCH UNIVERSITY
HIGHER SCHOOL OF ECONOMICS
COURSE SYLLABUS

Faculty: Business and Management

Year: 2015/16

Course name: Applied technologies of marketing communications: BTL, direct marketing, online-communications

Level: Master, 1st year

Language of instruction: English

Period: Module 1,2 Credits: 4

Course Type: optional

Lecturer: associate professor Konstantin Elenev

Abstract:

This course provides a foundation for practical use of various marketing-communication instruments, beyond the scope of traditional (ATL) advertising. The course will prepare students for the synergistic use of different tools and methods of direct marketing, event marketing, viral marketing, trade marketing, sensory marketing, CRM, etc. The rest of the course examines the below-the-line (BTL) marketing technologies, taking into consideration the result&efficiency - oriented approach. The plan of the course is to cover the main traditional and contemporary instruments of BTL-marketing and highlight the connection of their utilization and the marketing strategy and goals. The actuality of the course arrives from the necessity to seek for uncommon marketing tactics to attract and retain clients, because the old methods don't work efficiently anymore. Based on the teamwork and case-studies, the course provides a blend of applied competences and is designed to be utilized by students, focused on the marketing communications field and/or interested in promotion of their own business.

Learning Objectives

At the end of the course, the successful students will learn the following:

- The basic comprehensive understanding of the BTL-communications types and instruments;
- General approaches to analyses and practical use of traditional and contemporary instruments of BTL-marketing;
- Methods of planning, organizing and evaluating the non-media marketing-communication campaigns in relation to overall marketing goals;
- Teamwork and Problem-Solving skills.

Learning Outcomes

At the end of the course, the successful students will be able to:

- Identify and categorize the types and instruments of BTL-communications;
- Synthesize the traditional and contemporary instruments of BTL-marketing and design the BTL marketing campaigns

- Plan, organize and evaluate the non-media marketing-communication campaigns in relation to overall marketing goals
- Allocate and delegate tasks and responsibilities related to BTL-marketing in a project team

Course Plan

No	Session Topic	Hours (in total)
1	Introduction: BTL, direct marketing, sales promotion. The place and the role in the marketing-communications system	20
2	Traditional instruments of direct-marketing: direct-mail and telemarketing. Classical direct-marketing activities.	26
3	Trade-marketing and point of sales promotion – methods, instruments, opportunities and threats.	26
4	“Field” methods of consumer promotion: retail environment and sensory marketing, event-marketing and guerilla marketing.	24
5	BTL in the WEB: viral marketing, loyalty programs, customer community management and CRM.	24
6	New approaches to integrated marketing communications mix: below-the-line point of view.	24
In total		144

Reading List:

Required

- J. Cummins, R. Mullin, Sales Promotion: How to Create, Implement and Integrate Campaigns That Really M: Mann, Ivanov, Ferber, 2013, 343 p.
- B. Stone, R. Jacobs. Successful Direct Marketing Methods. Hardcover, 8th Edition, M: Grebennikov, 2007, 592 p.
- A. Hughes Strategic Database Marketing: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program, M: Grebennikov, 2008, - 444 p.

Optional

- M.Lindstrom Buyology: Truth and Lies About Why We Buy New York: Doubleday, 2008
- M. Lindstrom Broad sensory branding. Journal of Product & Brand Management, vol. 14, no. 2, 2005, pp. 84 – 87
- R. Dewell The dawn of Lean marketing Journal of Digital Asset Management Vol 3, 2007, pp.23 – 28
- Krishna, A., Schwarz, N. Sensory marketing, embodiment, and grounded cognition: A review and introduction. Journal of Consumer Psychology, Vol. 2, 2014, pp. 159 – 168
- M. Yi-Cheon Yiml et al. In-Store Video Advertising Effectiveness, Journal of advertising research, 2010, pp. 386 – 402
- T. Komissarova, A. Grein The Impact of Market Reforms and Economic Conditions on Marketing in Russia Int. Studies of Mgt. & Org., vol. 41, no. 4, Winter 2011–12, pp. 51–64
- V. Freymann An IMC Process Framework for a Communications-Based Marketing Model Journal of Promotion Management, vol. 16 Issue 4 October 2010 , pp. 388-410

Grading System

A student's performance is assessed as follows:
Total Mark = 0,6*(Course work) + 0,4*(Final exam)

Achievements are evaluated as follows:

0 – 3 grade points		«Unsatisfactory»
4 – 5 grade points	-	«Satisfactory»
6 – 7 grade points	-	«Good»
8 – 10 grade points	-	«Excellent»

The material for the exam will be cumulative; i.e. the final test will cover the whole course. The exact material covered in each seminar will be announced in class.

Guidelines for Knowledge Assessment

Assessment is made by measurement of specific characteristics or changes that represent achievement of learning goals. Active teamwork and additional information search and analyses are supposed to be the main keys to success during the course.

Methods of Instruction

The main methods of instruction during the course are: lectures with discussion, cooperative learning, multimedia learning with maximum students' participation through questioning and relating of personal experience and secondary data analyses.