

PROMOTION (5 ECTS)

The course introduces students to the notion and types of promotion, as well as its role in the marketing mix. It provides students with a core understanding of the communication process, in order to enable them to approach the study of promotion from the point of view of integrated marketing communications. All the main elements of the promotional mix are covered in the course: advertising, sales promotion, PR, personal selling, and the Internet as a promotional tool. Promotion of services, as specific in comparison to the promotion of products, is also discussed in the course. Additionally, topics such as word-of-mouth marketing, hidden marketing, the communicational and promotional role of design, and the process of brand building (branding) are included in the course. The course is comprised of a combination of lectures and lab (practical exercises). The topics of the course will be taught and explained using numerous Croatian and international case studies, exercises, and papers. Students are expected to arrive to class prepared, having read the assigned materials before class. Active student participation greatly contributes to the quality of the teaching process and the class discussions, and facilitates learning. Students must be prepared to participate in class discussion and actively listen to their colleagues presentations and discussions. Theoretical knowledge learned in this course is enriched by practical skills. For this purpose, one of the goals of the course is to teach students how to write and present a promotional plan, including creative solutions for a chosen product or service. The students will learn how to recognize the main stages of the promotional plan and answer a number of practical questions. Communication with and between students is encouraged through the course. We are always open to student questions, discussions, suggestions, and other forms of feedback, during the class, as well as through other communication media: e-mail, phone, and in person during office hours.