

**School of Communication / Public Relations and Advertising (English)**

**2023 - 2024 Academic Year**

**CASE STUDIES in MARKETING COMMUNICATION**

**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
CASE STUDIES in MARKETING COMMUNICATION	PR2273510	Spring Semester	1+2	2	5
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	English				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Elective				
<b>Course Coordinator</b>	Assist.Prof. Gabriela Oana OLARU				
<b>Name of Lecturer(s)</b>	Assist.Prof. Gabriela Oana OLARU				
<b>Assistant(s)</b>					
<b>Aim</b>	The course will provide the students with a comprehensive understanding of the foundations of marketing communications and its applications with the help of various case studies.				
<b>Course Content</b>	This course contains; PUBLIC RELATIONS MUTUALLY BENEFICIAL SYSTEM OF STAKEHOLDERS ,Community and Public Relations,Consumers and PR,Media and PR,NGO's and PR,Internal Stakeholders and Public Relations,Case Study 1,Case Study 2,Case Study 3,Case Study 4,Case Study 5,Case Study 6,Case Study 7,Case Study 8.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
Comprehend the models that explain marketing communications.			10, 12, 13, 14, 16, 5	E	
Have a contemporary understanding of the overall marketing communications process			10, 12, 13, 14, 16, 5	E	
Improve individual and group problem solving skills.			10, 12, 13, 14, 16, 5	E	
Comprehend the importance of team work.			10, 12, 13, 14, 16, 5	E	
Develop critical and creative thinking skills.			10, 12, 13, 14, 16, 5	E	
<b>Teaching Methods</b>	10: Discussion Method, 12: Problem Solving Method, 13: Case Study Method, 14: Self Study Method, 16: Question - Answer Technique, 5: Cooperative Learning				
<b>Assessment Methods</b>	E: Homework				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	PUBLIC RELATIONS MUTUALLY BENEFICIAL SYSTEM OF STAKEHOLDERS	Reading the relevant section from the lecture notes.			
2	Community and Public Relations	Reading the relevant section from the lecture notes.			
3	Consumers and PR	Reading the relevant section from the lecture notes.			
4	Media and PR	Reading the relevant section from the lecture notes.			
5	NGO's and PR	Reading the relevant section from the lecture notes.			
6	Internal Stakeholders and Public Relations	Reading the relevant section from the lecture notes.			
7	Case Study 1	Preparing the course presentation.			
8	Case Study 2	Preparing the course presentation.			
9	Case Study 3	Preparing the course presentation.			
10	Case Study 4	Preparing the course presentation.			
11	Case Study 5	Preparing the course presentation.			
12	Case Study 6	Preparing the course presentation.			
13	Case Study 7	Preparing the course presentation.			
14	Case Study 8	Preparing the course presentation.			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			
<b>Resources</b>					
The IMC Case Book: Cases in Integrated Marketing Communications, Susan K. Jones, J. Steven Kelly, 2016. Various case studies found on internet					