



HRVATSKO
KATOLIČKO
SVEUČILIŠTE
ZAGREB
UNIVERSITAS
STUDIORUM
CATHOLICA
CROATICA
ZAGREBIA

Detailed Course Syllabus

Academic year:

2025/2026

Semester:

Winter semester

Study Program:

Komunikologija (R)
(elective)
Primaljstvo (R)
(elective)

Year of study:

1

I. BASIC COURSE INFORMATION

Name: Marketing Communications in the Digital Age

Abbreviation: IZBP267

ECTS: 4

Code: 279768

Prerequisites: No

Total Course Workload

Teaching Mode

Total Hours

Lecture

30

Seminar

15

Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Name and Surname: Ciboci Perša Lana

Academic Degree:

Professional Title: izvanredni profesor

Contact E-mail:

лана.persa@unicath.hr

Telephone:

Office Hours: According to the published schedule

Course Assistant

Name and Surname: Tutek Natalia

Academic Degree:

Professional Title: naslovni docent

Contact E-mail:

nanic@vsfp.hr

Telephone:

Office Hours: According to the published schedule

III. DETAILED COURSE INFORMATION

Teaching Language: English

Course Description	<p>The course aims to provide students with an understanding of basic marketing concepts and an analysis of the elements of the marketing mix. Students will be able to evaluate marketing strategies and tactics with a deeper understanding of market circumstances. Based on the specifics, importance, and significance of individual forms of the promotional mix, students will be able to recommend different marketing strategies considering environmental conditions and recognize the advantages and disadvantages of various media for marketing communication.</p>							
Educational Outcomes	<ol style="list-style-type: none"> 1. Recognize and explain the role of marketing in strategic planning. 2. Analyze and compare appropriate marketing processes according to market types, participants, and other market factors. 3. Critically assess the quality of implementation of certain elements of the marketing mix. 4. Recommend various communication activities considering the needs of the target audience. 							
<i>Textbooks and Materials</i>								
Required	<ol style="list-style-type: none"> 1. Kotler P., Keller K.L., Marketing Management, 15th Edition, Pearson 2014. 2. Kotler, P., Armstrong, G, Wong, V. and Saunders, J. (2020), <i>Principles of Marketing 8th European edn</i>, Harlow: Pearson Education Limited. 							
Supplementary	<ol style="list-style-type: none"> 1. Rowles, D. (2020), <i>Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement</i>. 2nd edn. London: Kogan Page Limited. 2. Ryan, D. and Jones, C.: <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> 							
<i>Examination and Grading</i>								
To Be Passed DA	Exclusively Continuous Assessment NE	Included in Average Grade DA						
Prerequisites to Obtain Signature and Take Final Exam	<ol style="list-style-type: none"> 1. Regular class attendance – attendance at at least 70% of classes according to the study program and the implementation curriculum. 2. Obtaining a minimum success rate of 35% during classes within the given teaching activities. 							
Examination Manner	<p>sufficient (2) – 50 – 64.9%;</p> <p>good (3) – 65 – 79.9%;</p> <p>very good (4) – 80 – 89.9%;</p> <p>excellent (5) – 90% and above</p>							
Grading Manner	<ol style="list-style-type: none"> 1. Participation in exercises. 2. Writing two midterm exams during the semester. 							
Detailed Overview of Grading within ECTS								
<table border="1"> <thead> <tr> <th data-bbox="221 1821 700 2027">ACTIVITY TYPE</th> <th data-bbox="700 1821 1043 2027">ECTS Student Workload Coefficient</th> <th data-bbox="1043 1821 1334 2027">GRADE PERCENTAGE (%)</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>			ACTIVITY TYPE	ECTS Student Workload Coefficient	GRADE PERCENTAGE (%)			
ACTIVITY TYPE	ECTS Student Workload Coefficient	GRADE PERCENTAGE (%)						

Class Attendance	0,5	0
Seminar Presentation	0,5	25
Midterm Exam	1	25
Midterm Exam	1	25
Total in Class	3	75
Final Exam	1	25
TOTAL ECTS (Classes + Final Exam)	4	100

IV. WEEKLY CLASS SCHEDULE

[Predavanja]

#	Topic
1	Introduction - introducing students to the content and objectives of the course and student obligations.
2	Introduction to marketing - basic principles of the marketing concept.
3	Marketing mix 4P - product, price, place, promotion.
4	Service marketing - specificities of services in relation to products, consequences in marketing.
5	Extended marketing mix 7P - product, price, place, promotion, people, physical elements, processes.
6	Market research and SWOT analysis - strengths, weaknesses, opportunities and threats.
7	STP process - segmentation, targeting, positioning.
8	Midterm exam 1.
9	Integrated marketing communication -process used to unify marketing communication elements, such as public relations, social media, and advertising, into a brand identity that remains consistent across media channels.
10	Consumer behavior - loyalty.
11	Customer relationship management.
12	Digital environment - social networks and digital channels.
13	Digital marketing.
14	Advertising and managing client relations in a digital environment.
15	Midterm exam 2.

[Seminari]

#	Topic
1	Marketing all around us.
2	Traditional vs. Modern marketing.
3	Creating 4P on example.
4	The difference between product marketing vs. service marketing.
5	Creating 7P on example.
6	Creating a SWOT analysis on an example.
7	Application of the STP process on an example.
8	Preparing for midterm exam 1.
9	Mass advertising vs. One-to-one communication.
10	Loyalty programs.
11	Communication skills.
12	Social dilemma.
13	Gamification.
14	Direct communication on social media.
15	Preparing for midterm exam 2.