Detailed Course Syllabus

Academic year: 2026/2027	**Semester:** Winter semester
Year of study: 1	**Study Program:** Komunikologija (R) (elective) (Prijediplomski) Primaljstvo (R) (elective) (Prijediplomski)

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: lana.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	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.
Educational Outcomes	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.
Textbooks and Materials	
Required	1. Kotler P., Keller K.L., Marketing Management, 15 th Edition, Pearson 2014. 2. Kotler, P., Armstrong, G, Wong, V. and Saunders, J. (2020), *Principles of Marketing 8th European edn*, Harlow: Pearson Education Limited.
Supplementary	1. Rowles, D. (2020), *Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement.* 2nd edn. London: Kogan Page Limited. 2. Ryan, D. and Jones, C.: *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*
Examination and Grading	

To Be Passed DA	**Exclusively Continuous Assessment** NE	**Included in Average Grade** DA

Prerequisites to Obtain Signature and Take Final Exam	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	sufficient (2) – 50 – 64 .9%; good (3) – 65 – 79.9%; very good (4) – 80 – 89.9%; excellent (5) – 90% and above
Grading Manner	1. Participation in exercises. 2. Writing two midterm exams during the semester.

Detailed Overview of Grading within ECTS

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.