

Документ подписан простой электронной подписью  
Информация о владельце:  
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Должность: Ректор  
Дата подписания: 15.06.2022 15:15:44  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution  
of Higher Education "Peoples' Friendship University of Russia"**

**Faculty of Economics**

(name of the main educational unit (OUP)-developer of the EP HE)

## **COURSE WORKING PROGRAM**

### **Integrated marketing communications**

(name of the discipline/module)

**Recommended by the MSS for the direction of training/specialty:**

**38.04.02 «Management»**

(code and name of the training area/specialty)

**The development of the discipline is carried out within the framework of the implementation of the main professional educational program of higher education (EP HE):**

**International marketing**

(name (profile/specialization) of the EP HE)

## 1. COURSE GOALS

The purpose of studying the discipline Integrated marketing communications in international companies is the formation of theoretical knowledge, as well as practical skills and competencies for making strategic and operational decisions in the field of marketing communications. One of the main directions in the study of the subject is to identify the specifics of integration in the set of marketing communications tools.

The main trends, advantages, specific features of the relationship of the company and various categories of interested audiences are studied. Particular attention is paid to the use of Internet technologies in the development of an integrated marketing program. The course also includes the basics of forming a visual and emotional identity of the brand, which is the basis for planning a communication program.

Selection of integrated marketing communications as an independent discipline is due to the need to manage the used complex of specific tools and technologies in international business. The study of the discipline is aimed at preparing solutions for the development and formation of an effective program of integrated marketing communications.

The innovativeness of the course “Integrated Marketing Communications in International Companies” is to familiarize students with the topics of the discipline through interactive lectures, interactive forms for conducting seminars, using the latest multimedia devices and playing a technical approach to learning.

## 2. REQUIREMENTS FOR THE RESULTS OF MASTERING THE DISCIPLINE

The development of the discipline "Integrated marketing communications" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	GPC-1.1 Possesses fundamental knowledge in the field of management GPC-1.2 Knows how to use fundamental knowledge of economic, organizational and management theory for the successful implementation of professional activities GPC-1.3 Applies innovative approaches to solving management problems, taking into account the generalization and critical analysis of best management practices GPC-1.4 Possesses the skills of an informed choice of methods for solving practical and research problems

<b>Code</b>	<b>Competence</b>	<b>Competence achievement indicators (within this course)</b>
PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	PC-5.1 Knows the main formats of marketing communications in international markets PC-5.2 Knows the specifics of working with various promotion tools at the international level PC-5.3 Knows how to navigate modern methods of promotion in international markets PC-5.4 Is able to develop strategic marketing solutions in the field of advertising PC-5.5 Knows how to plan an advertising campaign PC-5.6 Has the skills to assess the effectiveness of a promotion strategy in international markets
PC-7	Capable of planning and overseeing the marketing activities of an international company	PC-7.1 Knows the stages of international strategic planning PC-7.2 Knows the criteria for determining key indicators used in planning the marketing activities of an enterprise at the international level PC-7.3 Knows how to form marketing plans PC-7.4 Is able to develop the main business processes of an enterprise related to marketing activities PC-7.5 Owns the methods of developing and implementing marketing programs PC-7.6 Owns the methods of making tactical and operational decisions in the management of the marketing activities of the enterprise

### **3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE**

The discipline "Integrated marketing communications" refers to the variable component formed by the participants of the educational relations of the block B1 of the EP HE.

Within the framework of the EP HE, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Integrated marketing communications".

Table 3.1. List of EP HE components contributing to the achievement of the planned results of mastering the discipline

<b>Code</b>	<b>Competence name</b>	<b>Previous courses</b>	<b>Next courses</b>
GPC-1	Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and management theory, innovative approaches, generalization and critical analysis of management practices	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making

PC-5	Capable of developing, implementing and improving the marketing communications system of an international company	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making
PC-7	Capable of planning and overseeing the marketing activities of an international company	Management organization theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making

\* - filled in according to the competence matrix and the SP EP HE

#### 4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Integrated marketing communications" is 2 credits.

Таблица 4.1. Виды учебной работы по периодам освоения EP HE для **ОЧНОЙ** формы обучения

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
Контактная работа, ак.ч.	72			72	
Лекции (ЛК)	18			18	
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)	18			18	
Самостоятельная работа обучающихся, ак.ч.	36			36	
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины	ак.ч.	72		72	
	зач.ед.	2		2	

Таблица 4.2. Виды учебной работы по периодам освоения EP HE для **ОЧНО-ЗАОЧНОЙ** формы обучения\*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
Контактная работа, ак.ч.					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины	ак.ч.				

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
зач.ед.					

\* - заполняется в случае реализации программы в очно-заочной форме

Таблица 4.3. Виды учебной работы по периодам освоения ЕР НЕ для **ЗАОЧ-НОЙ** формы обучения\*

Вид учебной работы	ВСЕГО, ак.ч.	Семестр(-ы)			
		1	2	3	4
Контактная работа, ак.ч.					
Лекции (ЛК)					
Лабораторные работы (ЛР)					
Практические/семинарские занятия (СЗ)					
Самостоятельная работа обучающихся, ак.ч.					
Контроль (экзамен/зачет с оценкой), ак.ч.					
Общая трудоемкость дисциплины	ак.ч.				
	зач.ед.				

\* - заполняется в случае реализации программы в заочной форме

## 5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

Course parts	Course part topics	Work type
Section 1. Theory and Background	Theme 1. Expanding the boundaries of marketing activities: the transition from the traditional to the personalized approach	LTR
	Topic 2. Creating a visual and emotional identification of the brand.	LTR, SS
		LTR, SS
Section 2. Communication mix	Topic 3. Communicative mix as an element of the marketing mix	LTR, SS
	Topic 4. Applied tools of PR-technologies	LTR, SS
	Topic 5. Actual issues of advertising development	LTR, SS
Section 3. From planning to implementation	Theme 6. Strategic planning of an advertising campaign	LTR, SS
	Theme 7. Creative advertising campaign planning	LTR, SS
	Topic 8. Fundamentals of direct marketing and sales promotion management	LTR, SS
Section 4. Implementation technologies	Theme 9. - Theme 10. Modern technologies of Internet communications Social Media Marketing	LTR, SS
	Theme 12. The program of consumer involvement in the communication process. Crowdsourcing technology	LTR, SS
	Topic 13. International aspects of marketing communications. Adaptation of the program of advancement to regional specificity	LTR, SS
		SS

\* - it is filled in only by full-time study: LTR – lectures; LR – laboratory work; SS - seminars.

## 6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

*Table 6.1. Material and technical support of the discipline*

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Multimedia Projector Casio XJ-F100W Wall Screen Digis Dsem-1105
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio Monoblock, 21" Casio XJ-V 100W Multimedia Projector monitor, Motorized Digis Electra 200*150 Dsem-4303 Screen
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	Library Hall

\* - the audience for independent work of students must be specified!!

## 7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### *Основная литература*

1. Romat Evgeniy Viktorovich. Marketing communications [Text]: Textbook for universities. The standard of the third generation / E.V. Romat, D.V. Sender. - SPb. : Peter, 2018. - 496 s. - (Textbook for universities). - ISBN 978-5-4461-0497-0: 1621.00. <http://lib.rudn.ru>
2. Musician Valery Leonidovich. Integrated marketing communications [Text / electronic resource]: Tutorial / V.L. Musician. - Electronic text data. - M.: RIOR: INFRA-M, 2013, 2015, 2017. - 216 p. : il. - (Higher education. Undergraduate). - ISBN 978-5-369-01121-8. - ISBN 978-5-16-006303-4: 444.90. <http://lib.rudn.ru/ProtectedView/Book/ViewBook/5880>
3. Voroshilov Valentin Vasilyevich. Theory and practice of mass information [Text / electronic resource]: Textbook / V.V. Voroshilov. - 2nd ed., Pererab. and add. ; Electronic text data. - M.: KNORUS, 2017. - 464 p. - (Undergraduate). - ISBN 978-5-406-05842-8: 908.49. <http://lib.rudn.ru/ProtectedView/Book/ViewBook/6268>

### *Дополнительная литература*

1. Andreev V.D., Bokov MA Theory and practice of strategic planning / Ed. IN AND. Shapovalov. Sochi: RUT SGUTiKD, 2017. 264 p.
2. Andreeva, N. N. Forms of modern direct marketing and their classification / N. N. Andreeva // Marketing Communications. -2018. -№ 4. -P. 236 -247

***Resources of the Internet information and telecommunication network:***

*UNIBC (Scientific Library) provides access to the following EBS:*

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers
- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>
- Book collections of SPRINGER publishing house. – Access mode: [www.springerlink.com](http://www.springerlink.com)
- Universal databases of East View. – Access mode: <http://online.ebiblioteka.ru/>
- EBC publishing house "Yurayt" Access mode: <http://www.biblio-online.ru>
- EBS Publishing House "Lan", collections
- Electronic library system "Znaniy.com" - access to the main collection is granted

***Electronic resources for educational activities***

*Bulletin of the RUDN, all series / Access mode: <http://journals.rudn.ru/>*

*eLibrary.ru / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN*

*RSL Dissertations Access mode: <https://dvs.rsl.ru/>?*

*BIBLIOPHIKA / Access mode: <http://www.bibliophika.ru/>*

*Columbia International Affairs Online (CIAO) Access mode: <http://www.ciaonet.org/>*

*East View. Collection "Statistical publications of Russia and CIS countries"*

*Grebennikon Access mode: <http://grebennikon.ru/>*

*LexisNexis Access Mode: <http://academic.lexisnexis.eu>*

*Search engines: Yandex ([yandex.ru](http://yandex.ru)), Google ([google.ru](http://google.ru)).*

**Информационно-справочные порталы:**

1. [www.advertology.ru](http://www.advertology.ru)
2. [www.marketing.spb.ru](http://www.marketing.spb.ru)
3. [www.p-marketing.ru](http://www.p-marketing.ru)
4. [www.4p.ru](http://www.4p.ru)
5. [www.advi.ru](http://www.advi.ru)
6. [www.cfin.ru](http://www.cfin.ru)
7. [www.expert.ru](http://www.expert.ru)
8. [www.rbc.ru](http://www.rbc.ru)

*Учебно-методические материалы для самостоятельной работы обучающихся при освоении дисциплины/модуля\*:*

1. Курс лекций, типовые задания и контрольный тест по дисциплине «Integrated marketing communications» размещен на портале ТУИС, Режим доступа: <https://esystem.rudn.ru/enrol/index.php?id=13708>

\* - все учебно-методические материалы для самостоятельной работы обучающихся размещаются в соответствии с действующим порядком на странице дисциплины **в ТУИС!**

## **8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE**

Evaluation materials and a point-rating system\* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Integrated marketing communications" are presented in the Appendix to this Work Program of the discipline.

\* - ОМ и БРС формируются на основании требований соответствующего локального нормативного акта РУДН.

### **РАЗРАБОТЧИКИ:**

**Доцент, каф. Маркетинга**

**Chernikov S.U.**

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Должность, БУП

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Подпись

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Фамилия И.О.

### **РУКОВОДИТЕЛЬ БУП:**

**Декан Экономического факультета**

**Мосейкин Ю.Н.**

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Наименование БУП

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Подпись

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Фамилия И.О.

### **РУКОВОДИТЕЛЬ ЕР НЕ:**

**Зав. каф. Маркетинга**

**Зобов А.М.**

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Должность, БУП

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Подпись

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Фамилия И.О.

Appendix to the Work program of the discipline  
"Marketing metrics (effectiveness of marketing  
projects)"

APPROVED  
At the meeting of the Department of Marketing  
" \_\_\_\_\_ " \_\_\_\_\_ 2022, Protocol no. \_\_\_\_  
Head of the Marketing Department  
\_\_\_\_\_ Zobov A.M.

## **EVALUATION TASK FUND FOR THE COURSE**

**Integrated marketing communications**

(COURSE NAME)

**38.04.02 «Management»**

(code and name of the training area)

**International Marketing**

(name of the training profile)

**Master**

Qualification (degree) of the graduate

## Passport of the fund of evaluation funds for the discipline **Integrated marketing communications**

Direction / Specialty: 38.04.02. "Management"

Specialization International marketing

### Сводная оценочная таблица дисциплины **Integrated marketing communications**

Код контролируемой компетен.	Контролируемая тема дисциплины	ФОСы (формы контроля уровня освоения ООП)										Баллы темы
		Аудиторная работа					Самостоятельная работа				Экзамен /зачет	
		Опрос	Тест	Работа на занятии	Презентация	Задачи	Выполнение дз	Реферат	Проект	Доклад/сообщение		
<i>GPC-1, PC-5, PC-7</i>	Theme 1. Expanding the boundaries of marketing activities: the transition from the traditional to the personalized approach			1							1	1
	Topic 2. Creating a visual and emotional identification of the brand.			1			5		3		9	9
	Topic 3. Communicative mix as an element of the marketing mix			1					3	4	8	8
<i>GPC-1, PC-5, PC-7</i>	Topic 4. Applied tools of PR-technologies			1			5		3		9	9
	Topic 5. Actual issues of advertising development			1	5				3		9	9
	Theme 6. Strategic planning of an advertising campaign			1					3	4	8	8
<i>GPC-1, PC-5, PC-7</i>	Theme 7. Creative advertising campaign planning			1		5			3		9	9
	Topic 8. Fundamentals of direct marketing and sales promotion management			1		5			3		9	9
	Theme 9. - Theme 10. Modern technologies of Internet communications Social Media Marketing			1		5			3		9	9

	Theme 12. The program of consumer involvement in the communication process. Crowdsourcing technology			1	5				3		9	9
	Topic 13. International aspects of marketing communications. Adaptation of the program of advancement to regional specificity											
	Control		10								10	20
	<b>Итого</b>		10	10	10	15	10		27	8	10	100

## Description of the point-rating system

Conditions and criteria for grading. Students are required to attend lectures and seminars, participate in certification tests, and complete teacher assignments. Active work at the seminar is especially appreciated (the ability to conduct a discussion, a creative approach to the analysis of materials, the ability to clearly and succinctly formulate their thoughts), as well as the quality of preparation of control papers (tests), presentations and reports.

Grades in the disciplines taught are set based on the results of the study demonstrated by students throughout the entire period of study (usually a semester). The final grade is determined by the sum of points received by students for various types of work during the entire period of study provided by the curriculum.

All types of educational work are carried out exactly within the time limits stipulated by the training program. If a student has not completed any of the training tasks without valid reasons (missed a test, passed an abstract later than the due date, etc.), then points are not awarded to him for this type of academic work, and works prepared later than the due date are not evaluated. For various types of work during the entire period of study, a student can receive a maximum amount of 100 points.

### Point-rating system of knowledge assessment, rating scale

BRS points	Traditional assessments of the Russian Federation	ECTS scores
95 – 100	Excellent – 5	A (5+)
86 – 94		B (5)
69 – 85	Good – 4	C (4)
61 – 68	Satisfactory – 3	D (3+)
51 – 60		E (3)
31 – 50	Unsatisfactory – 2	FX (2+)
0 – 30		F (2)
51 - 100	Test	Passed

#### Description of ECTS grades:

A ("Excellent") - the theoretical content of the course has been fully mastered, without gaps, the necessary practical skills of working with the mastered material have been formed, all the training tasks provided for in the training program have been completed, the quality of their performance is estimated by the number of points close to the maximum.

In ("Very good") - the theoretical content of the course is fully mastered, without gaps, the necessary practical skills of working with the mastered material are mainly formed, all the training tasks provided for in the training program are completed, the quality of most of them is estimated by the number of points close to the maximum.

C ("Good") - the theoretical content of the course has been fully mastered, without gaps, some practical skills of working with the mastered material have not been sufficiently formed, all the training tasks provided for in the training program have been completed, the quality of none of them has been evaluated with a minimum number of 5 points, some types of tasks have been completed with errors.

D ("Satisfactory") - the theoretical content of the course has been partially mastered, but the gaps are not significant, the necessary practical skills of caring for the mastered material have been mainly formed, most of the training tasks provided for in the training program have been completed, some of the completed tasks may contain errors.

E ("Mediocre") - the theoretical content of the course has been partially mastered, some practical work skills have not been formed, many of the training tasks provided for in the training program have not been completed, or the quality of some of them is estimated by the number of points close to the minimum.

FX ("Conditionally unsatisfactory") - the theoretical content of the course has been partially mastered, the necessary practical skills have not been formed, most of the training tasks provided for in the training program have not been completed or the quality of their performance has been assessed by a number of points close to the minimum; with additional independent work on the course material, it is possible to improve the quality of the training tasks

F ("Certainly unsatisfactory") - the theoretical content of the course has not been mastered, the necessary practical work skills have not been formed, all completed training tasks contain gross errors, additional independent work on the course material will not lead to any significant improvement in the quality of training tasks.

### ***Fund of evaluation funds for conducting intermediate certification of students in the discipline***

Materials for assessing the level of mastering the educational material of the discipline (evaluation materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at various stages of their formation, a description of evaluation scales, standard control tasks or other materials necessary for assessing knowledge, skills, and (or) experience of activity characterizing the stages of competence formation in the process of mastering the educational program, methodological materials defining the procedures for assessing knowledge, skills, skills and (or) experience of activity characterizing the stages of competence formation have been developed in full and are available to students on the discipline page in the TUIS RUDN.

The program is compiled in accordance with the requirements of the OS in the RUDN