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**Federal State Autonomous Educational Institution of Higher Education
Peoples' Friendship University of Russia named after Patrice Lumumba
RUDN University**

educational division (faculty/institute/academy) as higher education programme developer

COURSE SYLLABUS

INTEGRATED MARKETING COMMUNICATIONS IN INTERNATIONAL COMPANIES

course title

Recommended by the Didactic Council for the Education Field of:

38.04.02 MANAGEMENT

field of studies / speciality code and title

**The course instruction is implemented within the professional education programme of
higher education:**

INTERNATIONAL MARKETING - MANAGEMENT

higher education programme profile/specialisation title

2026 г.

1. COURSE GOAL(s)

The discipline "Integrated Marketing Communications in International Companies" is part of the Master's program "International Marketing - Management" under 38.04.02 "Management" and is studied in the 2nd semester of the 1st year. The discipline is implemented by the Marketing Department. The discipline consists of 4 sections and 11 topics and is aimed at studying the main trends, advantages, and specific features of the relationship between the company and various categories of interested audiences. 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 goal of mastering the discipline 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.

2. REQUIREMENTS FOR LEARNING OUTCOMES

Mastering the discipline "Integrated Marketing Communications in International Companies" is aimed at forming the following competencies (parts of competencies) among students:

Table 2.1. List of competences that students acquire through the course study

| Competence code | Competence descriptor | Competence formation indicators (within this course) |
|------------------------|---|--|
| GC-5 | Able to analyze and take into account the diversity of cultures in the process of intercultural interaction. | GC-5.1 Interprets the history of Russia in the context of world historical development; GC-5.2 Finds and uses information about cultural peculiarities and traditions of various social groups in social and professional communication; GC-5.3 Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnic groups and faiths, including world religions, philosophical and ethical teachings, in social and professional communication on a given topic.; GC-5.4 Collects information on a given topic, taking into account the ethnic groups and faiths that are most widely represented at the research sites; GC-5.5 Substantiates the specifics of project and team activities with representatives of other ethnic groups and (or) faiths.; GC-5.6 Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and enhance social integration.; |
| GPC-1 | Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices. | GPC-1 .1 Has fundamental knowledge in the field of management; GPC-1 .2 Able to use the fundamental knowledge of economic, organizational and managerial theory for the successful performance of professional activities.; GPC-1 .3 Applies innovative approaches to solving managerial tasks, taking into account the generalization and critical analysis of best management practices; GPC-1 .4 Has the skills to make an informed choice of methods for solving practical and research problems; |

| Competence code | Competence descriptor | Competence formation indicators (within this course) |
|-----------------|---|---|
| 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 different promotion tools at the international level; PC--5.3 Knows how to navigate modern methods of promotion in international markets; PC--5.4 Able to develop strategic marketing solutions in the field of advertising; PC--5.5 Knows how to make an advertising campaign plan; PC--5.6 Has the skills to evaluate the effectiveness of the promotion strategy in international markets; |

3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The discipline "Integrated Marketing Communications in International Companies" belongs to the mandatory part of block 1 "Disciplines (modules)" of the higher education program.

Within the higher education program, students also master other disciplines and/or practices that contribute to achieving the planned learning outcomes of the discipline "Integrated Marketing Communications in International Companies".

Table 3.1. The list of the higher education programme components/disciplines that contribute to the achievement of the expected learning outcomes as the course study results

| Competence code | Competence descriptor | Previous courses/modules* | Subsequent courses/modules* |
|-----------------|---|---|--|
| GPC-1 | Able to solve professional problems based on knowledge (at an advanced level) of economic, organizational and managerial theory, innovative approaches, generalization and critical analysis of management practices. | Corporate governance; Managerial Economics; Research Work; | Research Work; Pre-Degree Internship; |
| GC-5 | Able to analyze and take into account the diversity of cultures in the process of intercultural interaction. | <i>Professional Foreign Language**</i> ; Professional Foreign Language (elective); Russian Language in Professional Activity (elective); Consumer Behavior in International Markets; | <i>Professional Foreign Language**</i> ; Professional Foreign Language (elective); Russian Language in Professional Activity (elective); Pre-Degree Internship; |
| PC--5 | Capable of developing, implementing and improving the marketing communications system of an international company | <i>Brand Portfolio Management in International Markets**</i> ; <i>Branding in International Companies**</i> ; | <i>Pre-Degree Internship</i> ; |

* filled in accordance with the competency matrix and the SIP of the educational program of higher education

** - elective disciplines/practices

4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the discipline "Integrated Marketing Communications in International Companies" is **2 credit units**.

Table 4.1. Types of academic activities during the periods of higher education programme mastering.

| Type of academic activities | Total academic hours | | Semesters/training modules |
|---|----------------------|----|----------------------------|
| | | | 2 |
| <i>Contact academic hours</i> | 54 | | 54 |
| Lectures (LC) | 18 | | 18 |
| Lab work (LW) | 0 | | 0 |
| Seminars (workshops/tutorials) (S) | 36 | | 36 |
| <i>Self-studies</i> | 0 | | 0 |
| <i>Evaluation and assessment (exam/passing/failing grade)</i> | 18 | | 18 |
| Course workload | academic hours | 72 | 72 |
| | credits | 2 | 2 |

5. COURSE CONTENTS

Table 5.1. Course contents and academic activities types

| Module Number | Name of the Discipline Section | Name of the Topic | | Content of the Topic | Type of Academic Work* |
|---------------|--------------------------------|-------------------|---|--|------------------------|
| Module 1 | Theory and Background | 1.1 | Theme 1. Expanding the boundaries of marketing activities: the transition from the traditional to the personalized approach | This topic examines how marketing has evolved from a mass, product-centred paradigm to a more personalised, customer-centric approach. It highlights the limitations of traditional mass marketing in saturated and fragmented markets and shows why companies increasingly rely on data, digital channels and behavioural insights to tailor offers and communications. The topic analyses key principles of personalisation, including relevance, timeliness and context, and discusses how they influence product design, pricing and communication strategies. Particular attention is paid to the balance between efficiency of standardised solutions and effectiveness of customised interactions, as well as to the organisational and technological changes required to implement a personalised marketing model. | LC, S |
| | | 1.2 | Topic 2. Creating a visual and emotional identification of the brand. | This topic focuses on building a distinctive brand identity that combines visual and emotional components into a coherent whole. It considers elements of visual identification such as logo, colour palette, typography, packaging and design of communication materials, and explains how they should reflect the brand's positioning and values. The topic also explores emotional identification: the feelings, associations and meanings that the brand evokes in the minds of consumers, and the role of storytelling, symbolism and tone of voice in shaping these associations. Special attention is given to consistency of visual and emotional codes across channels and markets, as well as to methods of assessing the strength and recognisability of brand identity over time. | LC, S |
| Module 2 | Communication mix | 2.1 | Topic 3. Communicative mix as an element of the marketing mix | This topic explains the role of the communication mix within the broader marketing mix and its connection with product, price and distribution decisions. It introduces the main components of the communication mix (advertising, public relations, sales promotion, direct and digital communications, personal selling, events and sponsorship) and their specific tasks in the customer journey. The topic shows how different communication tools can be combined to build awareness, shape attitudes, stimulate trial and support loyalty, and why integration and consistency of messages are critical. It also addresses the need to adapt the structure of the communication mix for different target segments, stages of the life cycle and market situations. | LC, S |

| Module Number | Name of the Discipline Section | Name of the Topic | | Content of the Topic | Type of Academic Work* |
|---------------|---------------------------------|-------------------|--|--|------------------------|
| | | | | and why integration and consistency of messages are critical. It also addresses the need to adapt the structure of the communication mix for different target segments, stages of the life cycle and market situations. | |
| | | 2.2 | Topic 4. Applied tools of PR-technologies | This topic examines practical tools and techniques used in public relations to form and maintain favourable relationships with key audiences. It covers traditional PR instruments such as press releases, media relations, press conferences, expert commentary and special events, as well as digital tools including corporate websites, blogs and social media communications. The topic discusses approaches to reputation management, crisis communication, stakeholder mapping and building long-term trust in the brand or organisation. Special attention is paid to integration of PR activities with other marketing communications and to measuring the effectiveness of PR-technologies in terms of media coverage, sentiment and behavioural outcomes. | LC, S |
| | | 2.3 | Topic 5. Actual issues of advertising development | This topic addresses current trends and challenges in the development of advertising in both traditional and digital media. It discusses changes in consumer behaviour and media consumption, the growth of programmatic buying, native advertising and content marketing, as well as the increasing importance of data-driven targeting and personalisation. The topic also considers issues of advertising clutter, ad avoidance and ad blocking, and the search for formats that provide value and engagement instead of irritation. Ethical and regulatory aspects, such as transparency, protection of vulnerable audiences and responsible use of personal data, are analysed as factors that shape contemporary advertising practice. | LC, S |
| Module 3 | From planning to implementation | 3.1 | Theme 6. Strategic planning of an advertising campaign | This topic focuses on the strategic stage of advertising campaign planning, where long-term goals and overall directions are defined. It describes the sequence of steps: situation analysis, setting communication objectives, identifying target audiences, choosing positioning and key messages, and determining the role of advertising within the wider communication strategy. The topic emphasises the importance of translating business and marketing objectives into specific, measurable communication tasks and selecting appropriate metrics for later evaluation. It also discusses | LC, S |

| Module Number | Name of the Discipline Section | Name of the Topic | | Content of the Topic | Type of Academic Work* |
|---------------|--------------------------------|-------------------|---|---|------------------------|
| | | | | budget setting, allocation between media and periods, and the formulation of a coherent brief for creative and media agencies. | |
| | | 3.2 | Theme 7. Creative advertising campaign planning | This topic examines the creative side of advertising campaign planning, where strategic decisions are turned into concrete communication ideas and executions. It considers the development of creative concepts, selection of message appeals, tone and style, and the adaptation of creativity to different media formats and platforms. The topic analyses the relationship between creativity and effectiveness, highlighting the need to balance originality, clarity and relevance to the target audience. Special attention is given to pre-testing of creative materials, iterative refinement of ideas and ensuring consistency of creative solutions across channels and over time | LC, S |
| | | 3.3 | Topic 8. Fundamentals of direct marketing and sales promotion management | This topic introduces the basic principles of direct marketing and sales promotion as tools for generating immediate response and stimulating short-term sales. It explains the logic of direct communication with identified customers and prospects, the role of databases and segmentation, and the main channels of direct marketing (e-mail, SMS, messengers, direct mail, call centres, online remarketing). The topic also reviews types of sales promotion for consumers, trade partners and sales personnel, including discounts, coupons, premiums, contests and loyalty programmes. Particular attention is paid to planning and controlling promotion activities, assessing their effectiveness and preventing negative effects such as brand devaluation and promotion dependence. | LC, S |
| Раздел 4 | Implementation technologies | 4.1 | Theme 9. - Theme 10. Modern technologies of Internet communications Social Media Marketing | This topic explores modern internet communication technologies with a focus on social media marketing as a key area of digital promotion. It describes the main types of online platforms (social networks, video platforms, messengers, blogs, forums) and their functionalities for brand presence and interaction with audiences. The topic examines approaches to building a social media strategy: defining goals, choosing platforms, developing content strategies, managing communities and working with influencers. Special attention is given to monitoring and analysing online activity, managing brand reputation in digital space and integrating social | LC, S |

| Module Number | Name of the Discipline Section | Name of the Topic | | Content of the Topic | Type of Academic Work* |
|---------------|--------------------------------|-------------------|---|--|------------------------|
| | | | | media with other communication channels and offline activities. | |
| | | 4.2 | Theme 10. The program of consumer involvement in the communication process. Crowdsourcing technology | This topic focuses on designing programmes that actively involve consumers in the communication process and co-creation of value. It discusses methods of stimulating participation, such as contests, user-generated content, feedback platforms, gamification mechanics and loyalty communities. The topic explains the essence of crowdsourcing as a technology for attracting a wide audience to solve problems, generate ideas, test concepts or create content for the brand. It analyses factors of successful involvement programmes, including clear value for participants, transparency, recognition of contributions and careful moderation, as well as risks associated with loss of control over the communication field. | LC, S |
| | | 4.3 | Topic 11. International aspects of marketing communications. Adaptation of the program of advancement to regional specificity | This topic examines how marketing communications change when a company operates in multiple countries and cultural contexts. It analyses the choice between standardisation and adaptation of messages, formats and media strategies, taking into account cultural values, language, regulatory restrictions and media landscapes of different regions. The topic discusses approaches to developing a global communication platform that ensures brand consistency, while allowing local teams to adjust creative solutions and channel mixes to regional specifics. Attention is also paid to coordination mechanisms between headquarters and local offices, as well as to methods of evaluating the effectiveness of international communication programmes in diverse markets | LC, S |

* - to be filled in only for **full**-time training: *LC* - lectures; *LW* - lab work; *S* - seminars.

6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS

Table 6.1. Classroom equipment and technology support requirements

| Type of academic activities | Classroom equipment | Specialised educational / laboratory equipment, software, and materials for course study (if necessary) |
|-----------------------------|--|---|
| Lecture | A lecture hall for lecture-type classes, equipped with a set of specialised furniture; board (screen) and technical means of multimedia presentations. | Aud. 17. All-in-One PC Lenovo AIO-510-22ISH Intel i5 2200 MHz/8 GB/1000 GB/DVD/audio, 21" monitor Multimedia projector Casio XJ-S400UN Projection screen GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC |
| Seminar | A classroom for conducting seminars, group and individual consultations, current and mid-term assessment; equipped with a set of specialised furniture and technical means for multimedia presentations. | Aud. 105. All-in-One PC Lenovo AIO-510-22ISH Intel i5 2200 MHz/8 GB/1000 GB/DVD/audio, 21" monitor Multimedia projector Casio XJ-S400UN Motorized screen Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC |
| Self-studies | A classroom for independent work of students (can be used for seminars and consultations), equipped with a set of specialised furniture and computers with access to the electronic information and educational environment. | Hall 4. Libraries Lenovo AIO-510-22ISH Monoblock Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, monitor 21" Multimedia Projector Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC |

* - The premises for students' self-studies are subject to **MANDATORY** mention!

7. RESOURCES RECOMMENDED FOR COURSE STUDY

Main reading:

1. Golubkova, E. N. Integrated marketing communications : textbook and practice for universi-ties / E. N. Golubkova. - 3rd ed., rev. and ext. - Moscow : Yurait Publishing House,

2025. - 363 c. - (Higher education). - ISBN 978-5-534-04357-0. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/560298> (date of address: 27.03.2025).

Additional reading:

1. Hussein, I. D. Digital marketing communications : a textbook for universities / I. D. Hussein. - Moscow : Yurait Publishing House, 2025. - 68 c. - (Higher education). - ISBN 978-5-534-15010-0. - Text : electronic // Educational platform Yurait [website]. - URL: <https://urait.ru/bcode/568206> (date of address: 27.03.2025)..

Internet sources:

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access on the basis of concluded agreements:
 - RUDN Electronic Library System (RUDN ELS) <http://lib.rudn.ru/MegaPro/Web>
 - EL "University Library Online" <http://www.biblioclub.ru>
 - EL "Yurayt" <http://www.biblio-online.ru>
 - EL "Student Consultant" www.studentlibrary.ru
 - EL "Lan" <http://e.lanbook.com/>
 - EL "Trinity Bridge"
2. Databases and search engines:
 - electronic foundation of legal and normative-technical documentation <http://docs.cntd.ru/>
 - Yandex search engine <https://www.yandex.ru/>
 - Google search engine <https://www.google.ru/>
 - Scopus abstract database <http://www.elsevierscience.ru/products/scopus/>

*Training toolkit for self- studies to master the course *:*

Course of Lectures on the Discipline "Integrated Marketing Communications in International Companies"

* The training toolkit for self- studies to master the course is placed on the course page in the university telecommunication training and information system under the set procedure.

All teaching and methodological materials for students' independent work are posted in accordance with the established procedure on the discipline page in TUIS!

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