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**Federal State Autonomous Educational Institution of Higher Education
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA
NAMED AFTER PATRICE LUMUMBA
RUDN University**

Faculty of Economics

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

COURSE SYLLABUS

Integrated marketing communications

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

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

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 LEARNING OUTCOMES

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

Code	Competence	Competence achievement 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 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
UC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	UC -4.1. Chooses the style of business communication, depending on the language of communication, the purpose and conditions of partnership; UC -4.2. Adapts speech, communication style and sign language to interaction situations; UC -4.3. Searches for the necessary information to solve standard communication tasks in Russian and foreign languages; UC -4.4. Conducts business correspondence in Russian and foreign languages, taking into account the peculiarities of the style of official and unofficial letters and socio-cultural differences in the format of correspondence; UC -4.5. Uses dialogue for cooperation in academic communication, taking into account the personality of the interlocutors, their communicative-speech strategy and tactics, the degree of formality of the situation; UC -4.6. Forms and argues its own assessment of the main ideas of the participants of the dialogue (discussion) in accordance with the needs of joint activities.

Code	Competence	Competence achievement indicators (within this course)
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	UC-5.1. Interprets the history of Russia in the context of world historical development; UC-5.2. Finds and uses information about cultural peculiarities and traditions of various social groups in social and professional communication; UC-5.3. Takes into account the historical heritage and socio-cultural traditions of various social groups, ethnic groups and confessions, including world religions, philosophical and ethical teachings, in social and professional communication on a given topic; UC-5.4. Collects information on a given topic, taking into account the ethnicities and confessions most widely represented at the points of the study; UC-5.5. Substantiates the specifics of project and team activities with representatives of other ethnicities and (or) confessions; UC-5.6. Adheres to the principles of non-discriminatory interaction in personal and mass communication in order to fulfill professional tasks and strengthen social integration.

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

Code	Competence name	Previous courses	Next courses
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 organisation 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 organisation theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making
UC-4	Able to apply modern communication technologies in the state language of the Russian Federation and foreign language(s) for academic and professional interaction	Management organisation theory Strategic Analysis Finance organizations Marketing Metrics Marketing management in international companies	Corporate marketing at global markets Managerial Decision Making
UC-5	Able to analyze and take into account the diversity of cultures in the process of intercultural interaction	Management organisation 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 EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Integrated marketing communications" is 4 credits.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Types of academic activities during the period of the HE program mastering	Course workload, academic hours	Semesters			
		1	2	3	4
<i>Contact academic hours</i>	144			144	
Lectures LTR					
Lab works LW					
Seminars SS	18			18	

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	4
<i>Self-study, academic hours</i>		117			117	
<i>Evaluation and assessment</i>		9			9	
Course workload	academic hours	144			144	
	credits	4			4	

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 10. The program of consumer involvement in the communication process. Crowdsourcing technology	LTR, SS
	Topic 11. 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	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
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	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC
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.	4 зал. Библиотеки Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

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

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

Main sources

1. Golubkova, E. N. Integrated marketing communications : textbook and practice for universities / 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).

2. Shevchenko, D. A. Communication research: ATL, BTL, PR : textbook : [16+] / D. A. Shevchenko. - Moscow : Direct-Media, 2023. - 232 c. : ill., tabl. - Access mode: by subscription. - URL: <https://biblioclub.ru/index.php?page=book&id=701345> (date of access: 21.12.2023). - Bibliography in the book - ISBN 978-5-4499-3742-1. - DOI 10.23681/701345. - Text : electronic.

Supplementary sources

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)..
2. Chumikov Alexander Nikolaevich, Bocharov Mikhail Petrovich. Management of communications. textbook [Electronic resource]. - Moscow : Dashkov and K, 2022. 543 c. ISBN 978-5-394-04761-9 URL: https://mega.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=507053&idb=0

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
- 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), Google (google.ru).

1. Information and reference portals:

2. www.advertology.ru
3. www.marketing.spb.ru
4. www.p-marketing.ru
5. www.4p.ru
6. www.advi.ru
7. www.cfin.ru
8. www.expert.ru
9. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Content-marketing" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989¬ifyeditingon=1>

* - all teaching materials for independent work of students are placed in accordance with the current procedure on the discipline page in the TUIS!

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.

Developers:

Associate Professor of the Marketing Department

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Signature

Full name

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