

Документ подписан простой электронной подписью  
Информация о владельце:  
ФИО: Ястребов Олег Александрович  
Должность: Ректор  
Дата подписания: 03.06.2024 11:10:00  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

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

**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

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.

<b>Code</b>	<b>Competence</b>	<b>Competence achievement indicators (within this course)</b>
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

<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
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 organization 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 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 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					

Types of academic activities during the period of the HE program mastering		Course workload, academic hours	Semesters			
			1	2	3	4
Seminars SS		18			18	
<i>Self-study, academic hours</i>		117			117	
<i>Evaluation and assessment</i>						
<b>Course workload</b>	academic hours	<b>144</b>			<b>144</b>	
	credits	<b>4</b>			<b>4</b>	

## 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**

### *Main sources*

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. Andreeva, N. N. Forms of modern direct marketing and their classification / N. N. Andreeva // Marketing Communications. -2018. -№ 4. -P. 236 -247
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>

### *Supplementary sources*

1. Andreev V.D., Bokov MA Theory and practice of strategic planning / Ed. IN AND. Shapovalov. Sochi: RUT SGUTiKD, 2017. 264 p.
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>

### ***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)).

#### *1. Information and reference portals:*

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

---

Signature

**Chernikov S.U.**

---

Full name

**Faculty name and head:  
Dean of the Faculty of Economics**

---

Signature

**Andronova I.V.**

---

Full name

**Head of department:  
Marketing dept head**

---

Signature

**A.M. Zobov.**

---

Full name

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

### Summary evaluation table of the discipline **Integrated marketing communications**

The code of the controlled competence	Controlled discipline topic	EMF (forms of control of the level of development of OOP)									Points per topic	
		Classroom work					Independent work					Exam
		Survey	Test	Work in the classroom	Presentation	Tasks	HT execution	Essay	Project	Report		
<i>GPC-1; PC-5; UC-4; UC-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; UC-4; UC-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; UC-4; UC-5; PC-7</i>	Theme 7. Creative advertising campaign planning			1		5			3		9	9
<i>GPC-1; PC-5; UC-4; UC-5; PC-7</i>	Topic 8. Fundamentals of direct marketing and sales promotion management			1		5			3		9	9
<i>GPC-1;</i>	Theme 9. - Theme 10. Modern technol-			1		5			3		9	9

PC-5; UC-4; UC-5; PC-7	ogies of Internet communications Social Media Marketing											
GPC-1; PC-5; UC-4; UC-5; PC-7	Theme 12. The program of consumer involvement in the communication process. Crowdsourcing technology			1	5				3		9	9
GPC-1; PC-5; UC-4; UC-5; PC-7	Topic 13. International aspects of marketing communications. Adaptation of the program of advancement to regional specificity											
	<b>Evaluation</b>		10								10	20
	<b>Total</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