



Detailed Course Syllabus

Academic Year		2025./2026.	Semester	Summer
Study Program	Undergraduate Communication Studies	Specialization/Major in	Communication Sciences	Year of Study 1., 2., 3.

I. BASIC COURSE INFORMATION

Name	Marketing Communications in the Digital Age		
Abbreviation	IZBP267	Code	279768
Status Elective	Elective	ECTS	4
Prerequisites	None		
Total Course Workload			
Teaching Mode	Total Hours	Teaching Mode	Total Hours
Lectures + Seminars			
Lectures	30	Seminars	15
Class Time and Place	CUC according to published timetable		

II. TEACHING STAFF

Course Holder

Name and Surname		Lana Ciboci Perša	
Academic Degree		PhD	Professional Title Associate professor
Contact	E-mail	lane.persa@unicath.hr	Telephone
Office Hours		According to published timetable	Office

Course Collaborator

Name and Surname		Natalia Tutek	
Academic Degree		PhD	Professional Title Senior lecturer
Contact E-mail	tutek.natalia@gmail.com		Telephone
Office Hours		According to published timetable	Office

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.
---------------------------	--

Expected Educational Outcomes	<ol style="list-style-type: none"> 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	<ol style="list-style-type: none"> 1. Kotler P., Keller K.L., Marketing Management, 15th Edition, Pearson 2014. 2. Kotler, P., Armstrong, G, Wong, V. and Saunders, J. (2020), <i>Principles of Marketing 8th European edn</i>, Harlow: Pearson Education Limited.
-----------------	---

Supplementary	<ol style="list-style-type: none"> 1. Rowles, D. (2020), <i>Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics, Tools and Measurement</i>. 2nd edn. London: Kogan Page Limited. 2. Ryan, D. and Jones, C.: <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i>
----------------------	---

Examination and Grading

To Be Passed	Yes	Exclusively Continuous Assessment	No	Included in Average Grade	Yes
Prerequisites to Obtain Signature and Take Final Exam		<ol style="list-style-type: none"> 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		<ol style="list-style-type: none"> 1. Participation in exercises. 2. Writing two midterm exams during the semester. 			

Grading Manner

sufficient (2) – 50 – 64.9%;
 good (3) – 65 – 79.9%;
 very good (4) – 80 – 89.9%;
 excellent (5) – 90% and above

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
--	----------	------------

Midterm Exam Dates	Midterm Exam 1: 8 th week; Midterm Exam 2: 15 th week
Final Exam Dates	According to published timetable

IV. WEEKLY CLASS SCHEDULE

Lectures

Week	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.

Seminars

Week	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.

<i>Exercises</i>	
Week	Topic
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	