



INTEGRATED MARKETING COMMUNICATIONS IN INFORMATION ACTIVITIES

Credits and hours:

4 ECTS; 120 hours:

- full-time education: 14 hours' lecturers, 8 hours' seminars, 2 hours' consultation, 93 hours of individual work, exam.
- correspondence form of education: 2 hours' lecturers, 2 hours' seminars, 116 hours of individual work, exam.

I. Description of the discipline

Integrated marketing communication (IMC) enables all aspects of marketing mix to work together in harmony to promote a particular information product or service effectively among end-users.

The course «Integrated Marketing Communications in Information Activities» designed for students of the second education (master's) level of specialty 029 «Information, Library and Archival Sciences». Students learn to integrate marketing communication elements (e.g., advertising, public relations, publicity, sales promotion, event marketing, direct marketing, e-communication, and selling) to advance an organization's success and brand equity. Case studies and exercises help students learn how to develop effective IMC plans.

II. The aims and objectives of the discipline

The main aims of the study of the discipline «Integrated marketing communications in information activities» are theoretical and practical training of students on the questions a) studying the basic concepts, systems and algorithms of integrated marketing communications for information products and services, b) acquiring practical skills for solving specific marketing tasks, c) formation of abilities of creative search of reserves of improvement of marketing activity of the enterprise in the field of information products and services.

According to the Educational Program «Information analytics and communication management», the discipline ensures mastering of the following competencies:

Integrated competence: ability to solve complex problems in the information, documentation or in the process of learning that involves conducting research and / or innovation.

General competences:

- GC 02 – ability to generate new ideas (creativity);
- GC03 – the ability to identify, pose and solve problems, make informed decisions;
- GC 04 – the ability to motivate people and move towards to the common goal, work in a team;
- GC 07 – ability to determine strategic directions of research and work, develop and manage projects;
- GC 08 – ability to written and oral communication in national and foreign languages.

Special competences:

- SC 02 – ability to organize work and manage information and analytical structural units at enterprises, organizations and institutions.
- SC 03 – ability to use automated technologies and Internet resources to solve practical, managerial, research and forecasting tasks in the field of professional activity.

- SC 05 - ability to monitor trends in the development of the subject area by analyzing information flows and arrays.
- SC 08 - ability to model, understand the principles of designing and functioning of social media, communication policy of enterprises, organizations and institutions.
- SC 09 - ability to manage a team and make effective management decisions, develop strategies for the development of strategic information and communication management.
- SC 11 - ability to organize and implement marketing activities of information institutions.
- SC 12 - ability to provide effective management of innovative projects.
- SC 14 - ability to determine the specifics of the subject area of activity for the formation of information process automation tasks.
- SC 16 - to know the basic provisions of management of information and communication resources and processes in the conditions of development of information technologies.

III. The results of attending the discipline

Students will master the following program results of attending the discipline:

PRT 02 - to carry out the organization and management of information and analytical activities at enterprises and institutions.

PRT 08 - create and implement information products and services demanded by consumers.

PRT 09 - to carry out marketing research of the market of information products and services.

PRT 10 - use applied social communication technologies to organize effective communication at the professional, scientific and social levels on the basis of tolerance, dialogue and cooperation.

PRT 15 - to carry out a strategic analysis of the management of information and communication processes, use planning and implementation methods to ensure communication processes.

PRT 18 - to be able to apply special methods of scientific research in the field of social and informational communications, to interpret the results of scientific research and correctly form the results of scientific research and intelligence.

PRT 19 - communicate with foreign languages both orally and in writing, read specialized scientific literature in English, carry out scientific communication in English.

PRT 21 - to be able to choose the mode and methods of data visualization, use the framework for their effective display.

PRT 22 - distinguish the role of an information analyst in an enterprise, analyze the state and problems of functioning of information institutions and organizations, build business models of enterprise development.

IV. The structure of the discipline

№ з/п	Topics
1	Introduction to integrated marketing communications
2	Integrated marketing communication's plan
3	Synergetic effects of integrated marketing communications
4	TTL-communications as an Integrated Marketing Communications

5	SMM of informational resource in the informational marketing's system
6	Integrated marketing communication's tools

