

## SYLLABUS

<b>I. GENERAL DATA ON SUBJECT COURSE</b>	
CODE AND NAME OF SUBJECT (in English and Estonian)	<b>SD.090 Marketing Communication &amp; Public Speaking</b> <i>Turunduskommunikatsioon ja avalik esinemine</i>
ACADEMIC YEAR, TERM	2019/2020, spring semester
CURRICULUM, SPECIALITY AND MODULE WHERE THE SUBJECT BELONGS TO	Air Traffic Services (2282) Aviation Management (2284) Module of Social Sciences
VOLUME OF SUBJECT (ECTS)	1,0
FORM OF CONTROL	Non-differentiated
WORKLOAD AND FORMAT OF STUDIE	Contact hours: 20 h Independent work: 6h
LANGUAGE OF INSTRUCTION	English, Estonian
ADDITIONAL INFORMATION (prerequisite subject courses, restrictions)	Replaces subject: SD.048 Public Speaking ( <i>Avalik esinemine</i> )
LECTURER	Illari Lään, MA

<b>II. GOAL OF SUBJECT, LEARNING OUTCOMES AND SHORT DESCRIPTION OF THE COURSE</b>	
GOAL OF SUBJECT COURSE	To acquire essential knowledge and skills of marketing communication with confidence for public speaking.
LEARNING OUTCOMES	<ol style="list-style-type: none"> <li>1. To learn the basic elements of marketing communication</li> <li>2. To learn the basic skills and practical tips for successful marketing communication</li> <li>3. To build confidence for public speaking and communication work</li> </ol>
SUBJECT COURSE DESCRIPTION	The basics of the course give participants the knowledge and essential skills how to manage marketing communication and how it will benefit the success of any organisation.

<b>III. GRADING SYSTEMS AND CRITERIA</b>	
PREREQUISITES TO BE ALLOWED TO TAKE EXAMINATION/PRELIMINARY EXAMINATION	Regular attendance and participation in lectures and practical exercises. Analysis of different marketing communication case studies.

FORMATION OF EXAMINATION MARK/OF PRELIMINARY EXAM	Attending and participating in classes, including initiative in case study processes and practical exercises = 95%.
OPPORTUNITIES FOR SETTling ARREARS/INSUFFICIENCIES IN ACADEMIC PROGRESS	
GRADING SYSTEM:	RESPECTIVE MARKING CRITERIA:

#### IV. SCHEDULE AND LIST OF TOPICS

WEEK OF YEAR	WORK FORMAT	TOPICS
27	Seminar/ 2h	<b>Introduction</b> to marketing communication in the situation of information overkill in 21st century. 7P marketing mix and communication models.
28	Seminar/ 2h	<b>Target groups</b> – how to choose your main target groups for marketing communication, expectations of your audience.
29	Seminar/ 2h	<b>Messages</b> – why are messages important and how to focus on main message points. Message compiling practical exercises.
30	Seminar/ 2h	<b>Communication channels and tools</b> – how to find and come up to your target groups. Noise in communication.
31	Seminar/ 2h	<b>Media relations and basics how media works. News values</b> – 7 main criterias, how information turns into news (newsworthiness). Content marketing VS journalism.
32	Seminar/ 2h	<b>Crisis communication</b> – main phases of crisis management, preparation and action phases, cooperation with media, case studies.
33	Seminar/ 2h	<b>Event marketing</b> – preparation and phases of event management, practical tips of event marketing.
34	Seminar/ 2h	<b>Public speaking</b> – speech components, body language, how to face public speaking fears, preparation, case studies.
35	Seminar/ 2h	<b>Public speaking practical tips and exercises</b> – short speeches in front of the lecture audience.
36	Seminar/ 2h	<b>Final test in Moodle</b> and marketing communication course wrap up.

#### V. LEARNING MATERIALS

##### COMPULSORY MATERIALS:

- 1) Notes composed and compiled by the course lecturer (distributed electronically as handouts)

##### ADDITIONAL MATERIALS RECOMMENDED:

- 1) Olujimi Kayode, *Marketing Communications*, 2014, available electronically <http://businesslibrary.weebly.com/uploads/2/6/3/0/26309361/marketing-communications.pdf>
- 2) Dale Carnegie, *The Art of Public Speaking*, 2005, available electronically - <http://library.umac.mo/ebooks/b17773544.pdf>
- 3) Respective (theme-related) freeware available on the internet