



Marketing Communication (6602) (IBA Master)

Winter Term 2026/2027

Wednesday 9 am – 12 pm in GD HS 4

Instructor: Erik Hermann

Schedule (preliminary)

10/14/2026	Introducing Marketing Communication (MC)
10/21/2026	MC Theories: Explaining How Marketing Communication Influences Consumers
10/28/2026	MC Elements I: Source, Message, Channel, and Audience
11/04/2026	MC Elements II: Source, Message, Channel, and Audience
11/11/2026	Managing MC I
11/20/2026*	Managing MC II
11/25/2026	(Gen)AI and MC

* Friday 9am – 12pm

Objectives: The course provides an introduction to marketing communication. Participants will learn to understand theories and empirical findings in marketing communication research and the influence of marketing communications on consumers.

Please note: This course provides an academic view on marketing communication, not a practitioner's view.

Structure: The primary objective of the course will be achieved through class meetings. Students will follow the lecture. Questions related to a particular class (both content and administrative issues) will be answered during that class and during the following class but not thereafter, outside of class meetings, or via email.

Examination: Students who want to take the course for six credits have to pass an exam. All exam questions will be true/false questions. The exam will be offered at the end of the first teaching block and an alternative exam will be offered in March 2027. No alternative examination procedures and/or additional examinations dates will be offered. You need to register for the exam you intend to take within the provided period for registration. If you do not register in time, you cannot participate in the exam.

Course Material: All lecture material will be provided on [Moodle](#). The lecture will be videotaped. The recorded lecture will be available on Moodle for a period of (ca.) one week. Students are not allowed to download, to forward, or distribute the videotaped lecture. Any transgressions of proprietary rights will be prosecuted. **We do not hold any liabilities for technical problems and cannot guarantee that each session will be videotaped.**

Registration: Please register for the course on [Moodle](#).

Literature: The lecture is oriented along the content of several major textbooks:

- Belch, George E. and Michael A. Belch, 2023, Advertising and Promotion: An Integrated Marketing Communications Perspective, 13th ed., Singapore: McGraw-Hill.
- De Pelsmacker, Patrick, Maggie Geuens, and Joeri Van Den Bergh, 2021, Marketing Communications: A European Perspective, 7th ed., Harlow: Pearson.
- Eagle, Lynne, Barbara Czarnecka, Stephan Dahl, and Jenny Llyod, 2021, Marketing Communications, 2nd ed., Milton Park and New York: Routledge.
- Fill, Chris and Sarah Turnbull, 2019, Marketing Communications. Touchpoints, Sharing and Disruptions, 8th ed., Harlow: Pearson
- Tellis, Gerald J., 2004, Effective Advertising: Understanding When, How, and Why Advertising Works, Thousand Oaks, CA: Sage.

Further recommended readings:

- Andrews, J. Craig and Terence A. Shimp, 2018, Advertising, Promotion, and Other Aspects of Integrated Marketing Communications, 10th ed., Boston, MA: Cengage.
- Armstrong, J. Scott, 2010, Persuasive Advertising. Evidence-Based Principles, Houndmills: Palgrave Macmillan.
- Clow, Kenneth E. and Donald Baack, 2021, Integrated Advertising, Promotion, and Marketing Communications, 9th ed., Harlow: Pearson.
- Juska, Jerome M., 2021, Integrated Marketing Communication. Advertising and Promotion in a Digital World, 2nd ed., Milton Park and New York: Routledge.
- Rossiter, John R., Larry Percy, and Lars Bergkvist, 2018, Marketing Communications. Objectives, Strategy, Tactics, London et al.: Sage.
- Tellis, Gerald J. and Tim Ambler, 2007, The Sage Handbook of Advertising, Thousand Oaks, CA: Sage.