

- 1. The fundamental differences between conventional and integrated marketing communications.  
Layers and barriers of integrated marketing communications.**
- 2. Client brief as the basis for the communication between a client and a communication agency.**
- 3. Corporate Identity and its role in integrated marketing communications with focus on substantial bases and its formulation sources.**
- 4. Marketing communication tools and the means of putting them into practice.  
New types of marketing communications – CSR, lobbying, sponsoring, event marketing etc.**
- 5. The basic steps in selecting printed media for integrated marketing communications.  
The differences between public and private media (media types).**
- 6. Segmentation variables and target audience segmentation.  
Steps in segmentation with regard to the maximum effectiveness of marketing communications.**
- 7. Complex advertising campaigns and a communication campaign in relation to integrated marketing communications.**
- 8. Public relations fundamental principles, tools and importance in contemporary society.  
The basic principles of crisis communication in public relations.**
- 9. Corporate social responsibility and the triple bottom line as its base**
- 10. The position of media relations within public relations.**
- 11. Methodology preparation and PR campaigns' execution: the main steps**
- 12. Online advertising formats including their efficiency metrics.  
The fundamental requirements of e-business, processes (mechanisms) of basic e-commerce operations (e-commerce, e-business, B2B, B2C)**
- 13. The importance of applied sociology in marketing communications**

**14. Social structure, the main sociological approaches explaining social differentiation.**

**Theory of Social Stratification, class structure, social space and symbolic space theories.**

**15. Organizational processes in society, the relationship between formal and informal organisation structure.**

**Human Relations Theory, Taylorism and new theories of organizational management.**

**16. Corporate culture, corporate climate, and the importance of social capital for smooth running of organisations.**

**17. Sociological research methods – quantitative and qualitative approaches. Empirical data collection methods, their advantages and applications possibilities.**

**Master and representative samples: their mutual relations and the characteristics of fundamental specifications of representativeness of a representative sample**

**18. The main directions of psychological thinking - their main contribution to market psychology. Subject, methods, and market psychology development.**

**19. Motivation and its effectiveness in marketing communications.**

**20. Factors influencing consumer behaviour. Psychological aspects of a seller-customer relationship.**