

Informačný list predmetu

Akademický rok 2024/2025

Vysoká škola	Univerzita sv. Cyrila a Metoda v Trnave
Fakulta	FMK UCM
Kód predmetu	KMASK/22bdVZME007/22
Názov predmetu	system práce komunikačných agentúr
Rozsah	2P
Počet kreditov	5
Vyučujúci	Mgr. Rastislav Zábojník, PhD. (prednášajúci)

Ciel'

The aim of the course is to develop theoretical and practical knowledge of work systems in various types of communication agencies, with a focus on issues related to marketing communication and its tools.

Podmienky na absolvovanie predmetu

Successful completion of the course requires regular attendance, with a maximum of 2 absences allowed (in the case of an individual study plan, a minimum of 50% attendance in lectures is required).

A prerequisite for passing the course is the completion of a group project focused on the work of communication agencies and active participation in team roles within the context of the assignment. The evaluation includes the presentation of the project by the project team members at various stages during the lecture period. Theoretical knowledge is tested via an online exam during the examination period.

Students can earn a total of 100 points (100%): 60% of the grade is based on the completion and presentation of a semester project focused on communication strategy as assigned by the instructor (20 + 20 points), while 40% is based on successfully passing the final online test (40 points).

To successfully pass the course, students must achieve at least 55% in each grading item individually.

Final grading scale:

100 - 92 =A; 91 - 83 =B; 82 - 74 =C; 73 - 65 =D; 64 - 56 =E; 55 a menej = FX

Výsledky vzdelávania

Upon completing the course, the student will acquire the following knowledge, skills, abilities, and competencies:

- The focus is primarily on the practical implementation of knowledge in solving projects that span selected market segments.
- The student will have a broad understanding of the strategies and tools used in the context of marketing communication, particularly with regards to communication agencies.
- The student will be able to actively search for connections and relationships between theoretical knowledge and its practical application, identify, analyze, and critically evaluate the practices and communication tools implemented in the field of marketing communication, emphasizing the issues of the

Slovak market.

- Based on theoretical knowledge and case studies, the student will be able to analyze the current situation in the field of communication activities for a specific company or institution, assess them in terms of a specific problem and defined objectives, and propose measures for change in order for the brand to achieve its goals.
- To develop analytical abilities, communication and presentation skills, and the capacity for argumentation during presentations and project management.
- Through work on a team project, the student will also improve team cooperation and become aware of individual and collective responsibility in project work.

Stručná osnova predmetu

- 1, Current trends in marketing communication in the context of communication agencies and their impact on the Slovak market.
- 2, Work systems in communication agencies and their basic typology.
- 3, Traditional and new tools in marketing communication and their integration for achieving set communication goals.
- 4, Communication with the client, client brief, project presentation.
- 5, Analysis of initial conditions and basic methods of marketing research.
- 6, Objectives in marketing communication, their interdependence and mutual integration with a focus on its various tools.
- 7, Consumer, consumer buying behavior, models of buying behavior. Factors influencing consumer behavior. Consumer decision-making process. Generational buying behavior.
- 8, Communication and creative strategy of communication and its implementation in practice.
- 9, Social media and the specifics of communication in the context of artificial intelligence tools.
- 10, Methods for evaluating effective and efficient communication.
- 11, Analysis of selected case studies.

Odporúčaná literatúra

Boone, L. E., & Kurtz, D. L. (2018). Contemporary Marketing. Cengage Learning.
Kotler, P., et al. (2019). Principles of Marketing. Pearson Education Limited. Staňková, P. (2002).
Vysekalová, et al. (2023). Psychologie reklamy. Grada Publishing.
Ward, J. (2006). Použitie a výber reklamnej agentúry: pohľad z vnútra. Šembera Vanák / FCB.
Wojciechowski, L. & Fichnová, K. (2023). Ambient Communication and Creativity. FMK UCM.
Zabojnik, R., & Vrabcová, V. (2011). Produkcia reklamného spotu. In S. Magál & D. Valentovičová (Eds.),
Filmový a mediálny manažment - filmová produkcia I (pp. 8-80). Fakulta masmediálnej komunikácie UCM v Trnave.

Jazyk, ktorého znalosť je potrebná na absolvovanie predmetu

English language

Poznámky

Within the framework of innovative educational methodology, artificial intelligence (AI) tools will be implemented over the course of the semester. Students will gain hands-on experience with AI technologies through ongoing projects, case study analysis, and personalized feedback. This approach will provide students with practical experience in AI and prepare them for job market applications in the context of the subject matter being taught. Methodological and ethical guidelines related to the use of AI tools will be communicated by the instructor throughout the semester.