

Course title: International Marketing & PR		Credits 5	Course code
Type of the course EQFS level: ... Lecture X Seminar Practice		Assessment: Examination X Performance-based grade Approval	
Semester (according to the standard curriculum):1			
Course availability (according to the standard curriculum): Spring or Autumn			
Language of instruction (if not in Hungarian): English			
Prerequisites (according to the standard curriculum): Marketing and PR basics, knowledge of branding strategies			
Type of the course (compulsory, obligatory elective, free elective): obligatory course-unit			
Course schedule: http://www.kodolanyi.hu/neptun/			
<p>Course objectives: To learn the international communications strategies of countries and nations. Main elements: the Anholt's "hexagon", the Nation Brand Index. It contains touristic, business and cultural elements. The students get comprehensive insight of creating and maintaining country image, nation branding. The program contains special issues of country marketing: environmental problems, COVID-19 issues, racism.</p> <p>Knowledge: 1.1 Students will be familiar with and understand nation image, and country communications strategies. 1.2 Students will be familiar with the significance of communicating of special situations in the nation branding process. 1.3 Students will be familiar with optimal and target-oriented communications tools.</p> <p>Attitudes: 2.1 Being capable for proactive behavior regarding country image issues 3.2 Problem solving and critical analysis: targeting, analyzing of the special issues</p> <p>Foreign language competences Students can function independently and with a great deal of precision on a wide variety of subjects and in almost any setting without any prior preparation.</p> <ol style="list-style-type: none"> 1. Can understand a wide range of demanding, longer texts, and recognize implicit meaning. 2. Can express ideas fluently and spontaneously without much obvious searching for expressions. 3. Can use language flexibly and effectively for social, academic and professional purposes. 4. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organizational patterns, connectors and cohesive devices. <p>Teaching methods: Lectures and live illustrations with analyzing of spots and commercials.</p> <p>Assessment & Grading:</p>			

The examination is: a written analysis and essay about the country image and nation brand of a selected country, nation or region.

Pass

Some knowledge and presentation of well-known facts in test, descriptive but adequately used theories in written presentation.

Satisfactory

General description of theories and used concepts or definitions with some data presentation.

Good

Adequate and coherent interpretation of theories, extended knowledge of element information about global issues and society.

Excellent:

Detailed, contextual description and analysis, correct data use, free of irrelevant amendments, correct calculations and definitions of both theories and data.

Department/faculty responsible for the course:

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Required average students' working hours (number of credits multiplied by 30):

150

Course leader: Dr. Peter J. Sos

Lecturers: Dr. Peter J. Sos