Communication Design
Programme of Study
for specialty 1-26 80 05 Marketing
COMPLIED BY:
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RECOMMENDED FOR APPROVAL:
By Department of Intercultural Economic Communication, Faculty of International Business Communications, Educational Institution Belarusian State Economics University (Protocol № 9 dated 25.04.2019)

Considered and approved at a meeting of the Scientific and Methodological Council of the Belarusian State Economics University (Protocol № 6 dated 25.04.2019)
EXPLANATORY NOTE

The main **objective** of Communication Design consists in acquiring by students the knowledge of communication as a design object as well as design process and building professional communication in the field of event marketing.

The main **tasks** are:

a) acquiring knowledge of communication design specifics as an approach to understanding communication in the field of event marketing;

b) obtaining a skill to choose the speech behavior patterns aimed at successful professional communication;

c) developing the skills of adequate interpreting both verbal and non-verbal behavior as well as building professional communication.

Communication Design is an optional discipline in the curriculum by the educational establishment Belarusian State Economics University for specialty 1-26 80 05 Marketing, profile Event Marketing (in English).

While studying Communication Design the skills of selecting the adequate verbal behavior patterns as well as proper interpreting different communication situations are being shaped (УК-5).

Communication Design has interdisciplinary nature as long as it touches upon the issues of intercultural communication and marketing included into the content of the discipline Intercultural Communication in Event Marketing.

Upon the completion of the course the students should **know**:

- specifics of communication design as an approach to understanding communication in the field of event marketing;

- characteristics and criteria of measuring the success of professional communication;

- the main verbal behavior patterned aimed at successful professional communication in the field of event marketing.

**Capabilities and Competencies (a student should be able to):**

- reveal relevant signs of professional communication;

- justify the choice of verbal/non-verbal behavior pattern in intercultural communication;

- find information sources and ways of problem solving, explain communication successes and failures in event organization;

- measure the effectiveness of communication as well as propose ways of achieving it;

- build communication of different professional types.

**Master:**
- skills of applying the right verbal behavior patterns aimed at successful professional communication in different communication situations occurred within Event Marketing.

According to study plan of Educational Institution Belarusian State Economics University, Specialty 1-26 80 05 Marketing, Specialization: Event Marketing (in English) total hours on Communication Design is 108, in-class hours – 56, lectures – 20 hours, seminars – 36 hours.

The main forms of interim attestation are:
- recitation;
- analytical exercises;
- project.

The form of control is credit which includes answering theoretic questions and fulfillment of practical tasks.
CONTENT OF STUDY MATERIAL

Plan of Seminars.
The following Units and topics are included into the subject of the study:

Unit I. Communication as a subject matter.
Topic 1. What is communication. Definitions of communication. Communication features main conditions of successful communication. Function and purposes of communication.
Topic 2. Communication as design. Language and interpersonal communication. Technology, interaction and design. Communication as design. Communication as design process.

Unit II. Communication Models.
Topic 4. Contemporary communication models. The two-step flow of communication (Lazarsfeld’s and Merton’s communication models. Clapper’s communication models. Mass communication models. The Riley’s model. Berlo’s s-m-c-r model. Stanford communication model. Pros and cons of different types of communication models. Johari windows. Decide what communication model is the most relevant today. Make a presentation of this model.

Unit III. Communication and Socializing.
Topic 5. Main communication models. Main communication styles. Listening and understanding types. Noise in understanding.

Unit IV. Communication Design as one of Approaches to Communication Understanding.
Topic 6. Language and social interaction as the basis for understanding communication design. Communication vs language. Their relationship.

Unit V. Nonverbal Communication in Business.
Topic 8. The notion of nonverbal communication in business. Different types of nonverbal communication in business (visual communication, body language or kinesics, gestures, posture, physical appearance, facial expression, touch, proteomics or distance, chronemics or time language, communication through action, symbols, audio communication, paralanguage, calling bell vs ringing bell, audio-visual communication, silent communication, siren). Purposes of nonverbal communication in business.
**Topic 9.** Advantages of nonverbal communication in business (control, complement, for traffic control, substitute, instant effect, aid to verbal communication, sign or marks of identity, colour as a powerful means of communication, pictorial presentation of mass communication, arousing stronger response, contradict, restate or emphasize, for illiterate people. Disadvantages of nonverbal communication in business (incomplete communication, problem in feedback, quite inactive in some areas, no or less effect after the occurrence, lack of flexibility, grater possibility of exchanging fraudulent message, encoding and decoding problem, differences in nonverbal cues across culture, absence of permanent record, necessity of cultural knowledge, dependency on technology, wide possibility of distortion of message).

**Unit VI. Communication Barriers.**

**Topic 10.** Two approaches towards the problems of communication barriers. Types of communication barriers (linguistic barriers, semantic barriers, psychological barriers, emotional barriers, environmental and physical barriers, cultural barriers, organisational structure barriers, attitude barriers, perception barriers, physiological barriers, technological barriers & socio-religious barriers). Ways of overcoming communication barriers (proper organizational policy, employee orientation, facilitating feedback, communication training, improving linguistic knowledge, effective listening, reading and writing, informal relation, using nonverbal communication, knowing the receiver or audience, selecting proper media).

**Unit VII. Conflicts.**


**Unit VIII. Feedback.**

**Topic 12.** What is feedback. Why feedback is essential for effective communication. Importance of feedback from different viewpoints (collection of information, completion of entire communication process, measuring the effectiveness of communication, improving labour-management relationship, measuring the effectiveness of media, taking proper decision, problem solving, coordination among various departments, getting the reactions of receiver). Channels of censorship. Perception.

**Unit IX. Interactive Model of Communication**

**Topic 13.** Interactive communication. Components of interactive model. Interactive model examples. Criticisms of interactive communication. Interactive
model and other models differences. Communications tactics one should be using internally to help their own team. Tools and platforms for ism tactics.

*Topic 14.* Developing your own interactive campaign.

**Unit X. Communications Campaign.**

*Topic 15.* Developing communications campaign: purposes, design, communication principles. What one needs to know to engage in an advertising campaign (objectives, target market, media, campaign timing, frequency, comprehensive creative brief, response mechanism, budget, schedules). Preliminary approbation of communications campaign.

*Topic 16.* Developing your own communication campaign.

**Unit XI. Marketing Communication.**


*Topic 18.* **Product Promotion.**

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<th>№</th>
<th>Units</th>
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<td>Communication as a subject matter. Communication as design.</td>
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<td>Communication design as one of approaches to communication understanding.</td>
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<td>Nonverbal communication in business</td>
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<td>Communication barriers</td>
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<td>Feedback</td>
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<td>9</td>
<td>Interactive model of communication</td>
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<td>10</td>
<td>Communication campaign</td>
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<td>Design. Language and Interpersonal Communication. Technology, Interaction</td>
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<td>Model. Lasswell’s Model. Claude Shannon and also Warren Weaver Model.</td>
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<td>Advantages of Shannon and Weaver’s model. Schramm’s Model. Semiotic Models.</td>
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<td>Contemporary Communication Models. The two-step flow of communication</td>
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<td>(Lazarfeld’s and Merton’s Communication Models. Clapper’s</td>
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<td>4. Communication design as one of approaches to communication understanding. Language and Social Interaction as the Basis for Understanding Communication Design. Communication vs Language. Their Relationship. Activity Types and Language. Wittgenstein’s Theory. Activity Types. Levinson’s Activity Types and Their Peculiarities.</td>
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<td><strong>10. Communications Campaign.</strong> Developing Communications Campaign: Purposes, Design, Communication Principles. What one</td>
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Needs to Know to engage in an advertising campaign (Objectives, Target Market, Media, Campaign Timing, Frequency, Comprehensive Creative Brief, Response Mechanism, Budget, Schedules). Preliminary Approbation of Communications Campaign.

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| Total hours | 20 | 36 | Credit |
INFORMATIONAL AND METHODOICAL PART

Literature:

Main:


Additional:


**Electronic sources:**


22) Bbc.com
Methodical recommendations for students’ independent work on Communication Design

Students’ independent work is a vital part of learning the subject matter. It is recommended to devote 2-2,5 hours of individual work to prepare for a 2-hour seminar.

The main focus areas of students’ independent work are:
- initial detailed learning study programme;
- learning the proposed list of literature, references on the subject, its availability in the library, finding additional literature;
- preparation for seminars according to the developed plan including study main and additional literature for seminars;
- preparation for the credit.
### ПРОТОКОЛ СОГЛАСОВАНИЯ УЧЕБНОЙ ПРОГРАММЫ УВО

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<th>Название учебной дисциплины, с которой требуется согласование</th>
<th>Название кафедры</th>
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