



MARKETING AGENCY LAB

Course code	<i>MNG294</i>
Compulsory in the programmes	-
Level of studies	<i>Bachelor</i>
Number of credits	<i>6 ECTS (48 contact hours + 2 consultation hours, 2 hours of examination, 110 individual work hours)</i>
Course coordinator (title and name)	<i>Lect. Ieva Bieliūnaitė-Jankauskienė, Lect. Gintė Ramanauskaitė, Prof. Dr. Dominyka Venciūtė</i>
Prerequisites	<i>None</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE:

Marketing Agency Lab is a hands-on course created to provide students with practical experience and a deep understanding of how marketing agencies operate. By working on real-company cases, students will gain insight into the diverse roles and functions within an agency, from strategy to creative development. Through projects and guided mentorship, participants will not only enhance their marketing expertise but also develop essential teamwork and problem-solving skills. This course bridges the gap between theory and practice, preparing students for the dynamic challenges of agency life.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESSMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. Students will demonstrate an understanding of the functional areas of marketing agencies and related marketing concepts.	BLO1.1.	Presentations	Lectures, seminars, self-study materials, company visits
CLO2. Students will conduct comprehensive contextual analyses to identify real-world marketing challenges, propose viable solutions, and justify their strategic choices with brief-based insights.	BLO1.2.	Presentations	Lectures, seminars, self-study materials, company visits
CLO3. Students will evaluate and incorporate ethical considerations and social responsibility into their proposed solutions.	BLO2.1.	Presentations	Lectures, seminars, self-study materials
CLO4. Students will present marketing proposals and campaign ideas effectively through oral presentations, incorporating persuasive communication techniques.	BLO4.2.	Presentations	Lectures, seminars, self-study materials
CLO5. Students will collaborate effectively in teams, simulating the multidisciplinary nature of a marketing agency, and manage project timelines, responsibilities, and deliverables.	BLO1.2.	Presentations, peer review	Lectures, seminars, self-study materials, company visits

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
<p>1.</p> <p>a) Lecture: Introduction to the course and the evaluation system. Overview of agency landscape, focusing on marketing, advertising, PR, digital marketing, media and other agencies specifics. Review of positions and roles at marketing agencies, including management, project direction, analysts, creatives (creative directors, art directors, designers, copywriters), time planners etc. Standard agency project flow: from client brief to final delivery and invoicing.</p> <p>b) Seminar: Introduction to specific pre-selected client cases. Team formation process by in-class talent mapping, ensuring all key agency positions are fulfilled. Definition of roles and responsibilities within each team. Team and team members' accountability framework.</p>	4	<p>Article: Advertising Agency Management 101 - Peter Levitan & Co.</p> <p>Book: "Confessions of an advertising man" by David Ogilvy, 1988</p>
<p>2.</p> <p>a) Lecture: The format and essential components of a client brief: goals and objectives, context overview, target audience definition, positioning and branding status, key message, communication mix elements, budget and other framework, KPIs, deliverables etc. . Briefing for specific client cases.</p> <p>b) Seminar: Debriefing for the selected client cases. All groups are to be active listeners and assist in the debriefing process. Client-agency selection process.</p>	4	<p>Conference material: How to Write a Powerful Creative Brief - Best Creative Brief Format/Template - Agency Summit 2022</p>
<p>3.</p> <p>a) Lecture: Situational / background analysis: methods, tools, techniques. Market research methods: secondary data analysis and primary data selection methods. Overview of market research limitations.</p>	4	<p>Manual: Principles of Marketing, 17th Global Edition, Ph. Kotler & Armstrong, 2017, 2nd. chapter</p>

<p>Segmentation principles and definition of target audiences.</p> <p>b) Seminar: Brief-based preparations for the analysis in regards to specific case-studies selected.</p>		
<p>4.</p> <p>Group presentations: Findings from the situational / background analysis. Definition of strategic opportunities for further case development.</p> <p>Constructive feedback session.</p>	4	<p>Shark tank principle: be as sharp, precise and concise as you can - Welcome to Shark Tank Global! Shark Tank Global</p>
<p>5.</p> <p>a) Lecture: Stakeholder management basics. Positioning decisions and brand development: methods and techniques for integrity evaluation.</p> <p>b) Seminar: Brief-based positioning and branding audit.</p>	4	<p>Manual: Principles of Marketing, 17th Global Edition, Ph. Kotler & Armstrong, 2017, 3rd-4th chapter</p> <p>Needscope: NeedScope: Optimise your Brand Positioning & Purpose</p>
<p>6. Agency visit</p> <p>Integrated communication strategies' examples.</p>	4	
<p>7.</p> <p>a) Lecture: Ways to define a key message and ways to be misunderstood. Integrated Marketing Communication: the marketing communication mix and 6Ms.</p> <p>b) Seminar: Brief-based communication decisions: key message definition, channel selection, content tactics.</p>	4	<p>Integrated Marketing Communications: What is Integrated Marketing Communications Strategy? Integrated marketing communications explained</p> <p>6M: 6 M Model of Integrated Marketing Communication - Marketing Eon</p>
<p>8.</p> <p>Agency visit</p> <p>Creative communication: content strategy and examples.</p>	4	
<p>9.</p> <p>a) Lecture: Visual and verbal content strategy: logic, methods, techniques, tools.</p>	4	



b) Seminar: Student prompts to define an ad or other communication element in regard to their initial brief.		
10. a) Lecture: Digital Marketing principles, media planning and budget allocation. b) Lecture: Metrics, KPIs and performance tracking.	4	
11. a) Seminar: Review and preparations for the final client presentations. b) Seminar: Draft presentations' review and feedback.	4	
12. Student presentations – pitches: brief-based creative managerial solutions delivered for clients in the form of a video presentation.	4	
	Total: 48 hours	
CONSULTATIONS	2	
FINAL EXAM	2	

FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 70%</i>	
Presentations (situational analysis)	20
Presentations (final pitches to clients)	50
<i>Individual Components 30%</i>	
Participation	20
Peer review	5
Personal reflections	5
Total:	100

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT



Presentations (Situational Analysis). Students will be required to analyze their client's case and present their findings orally in class. More details will be provided at the start of the course.

Presentations (Final Pitches to Clients). Students will be required to pitch their assignments to clients. Additional details will be shared at the start of the course.

Participation. Participation and engagement in this course will be graded.

Peer Review. Students will evaluate each other's work in groups. More details will be provided at the start of the course.

Personal Reflections. Students will provide a personal reflection based on a given structure. Additional details will be shared at the start of the course.

RETAKE POLICY

In case of a negative final grade, the student is permitted only to re-take the course. During the re-take, the student will be assigned a client case, which they must analyze and work on independently. This work will culminate in a formal presentation delivered to the lecturers. The re-take process will constitute 70% of the final grade.

REQUIRED READINGS

- „Principles of Marketing“, 17th Global Edition, Ph. Kotler & Armstrong, 2017
- „Play Bigger: How Pirates, Dreamers, and Innovators Create and Dominate Markets“ by A.Ramadan, D. Peterson, Ch. Lochhead, K. Maney, 2014
- „Surrounded by Idiots: The Four Types of Human Behaviour (or, How to Understand Those Who Cannot Be Understood)“, Th. Erikson, 2019



DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

*Programmes:
International Business and Communication,
Business Management and Marketing,
Finance,
Industrial Technology Management,
Entrepreneurship and Innovation*

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the Bachelor of Social Science

*Programmes:
Economics and Data Analytics,
Economics and Politics*

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2. Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper