

COURSE SYLLABUS

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| COURSE TITLE: | Integrated Marketing Communications | COURSE CODE: | MKTG 325 |
| PREREQUISITES: | MKTG210 | SEMESTER: | Spring 2017 |
| INSTRUCTOR: | Lorna Valdes | CREDITS: | 3 |
| EMAIL: | lvaldes@groupe-igs.fr proflornavaldes@gmail.com | SCHEDULE: | Tuesdays 11H30 - 14H30 |

COURSE DESCRIPTION:

The course is structured on "thematic" sessions, in that each session is based around a particular group of subjects that follow a theme. Each of the individual subject areas are supported by case study exercises. **The course approach** will emphasize resolving issues by:

- **A knowledge transfer segment** covering a specific topic. The topic is then integrated with the case study coverage in the same period. Each segment concentrates on the key principles, techniques and vocabulary related to that topic. The range of topics is detailed in the course description.
- **The learning by doing segment**, case studies and other practical exercises that are designed to promote a general awareness of the subject and to develop the student's presentation skills.

COURSE OBJECTIVES:

- As defined by the American Association of Advertising Agencies, integrated marketing communications " ... recognizes the value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines; such as advertising, public relations, personal selling, sales promotion, and social media."
- This course also includes native advertising, sponsorship, exhibitions, point of sale activation, product placement.
- This course will show students how to combine IMC tactics to provide clarity, consistency, and to maximize communication impact.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course, students should be able to:

- Integrate the tools of IMC both offline and online
- Understand customer psychology and buyer behaviour
- Understand customer communications theory

- Create favourable brand awareness
- Engage with consumers on all fronts
- Create a Marketing Communications Plan

EVALUATIONS:

- 20% Term Project,
- 20% Case Studies & other assignments,
- 15% Participation (professional demeanor, courtesy towards other students, NO TEXTING)
- 20% Midterm Exam,
- 25% Final Exam

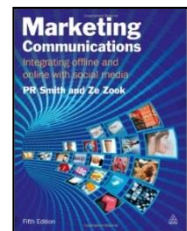
Note: all assignments must be submitted on hard/paper copies, nothing by email
Presence in class is mandatory. More than 2 absences will lead to a failing grade.

MANDATORY TEXTBOOK:

Marketing Communications: Integrating Offline and Online with Social Media, 5th edition 2

Kogan Page; 5 edition (2011)

ISBN-13: 978-0749461935



COURSE SCHEDULE:

| Dates | Reading/Homework | Session Content <i>may be modified</i> |
|---|--------------------------|--|
| Session 1 31 Jan 2017 | Chapter 1&2 | Introduction to IMC Analyse, Create, Integrate, be Relevant 10 Tips for World-class Marketing The Ladder of Engagement Branding Components and Process |
| Session 2 7 Feb | Chapter 4 | Customer Psychology & Buyer Behavior |
| Session 3 14 Feb | Chapter 10 Chapter 13 | Marketing Communication Plan Advertisements , on-line and off-line |
| Session 4 21 Feb | Chapter 14 | Publicity and Public Relations Advantages/Disadvs. of PR |
| Session 5 & 6 28 Feb & 7 Mar | Chapter 16, 19, 20 | Leveraging - Sales Promotion, Merchandising, Point of Sale & Packaging |
| Session 7 14 Mar | Chapter 15 | Mid-Term Exam Creating a Sponsorship program |

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| | | Advantages/Disadv. of sponsorship |
| Session 8 28 Mar | Chapter 21 | Websites and Social Media Project Presentations |
| Session 9 28 Mar | Chapter 21 | Project Presentations Websites and Social Media <i>bis</i> |
| Session 10 4 Apr | Chapter 9 | Project Presentations Exhibitions/Trade Fairs |
| Session 11 11 Apr | Final Exam | Project Presentations |
| Session 12 18 Apr | Review Exam | Project Presentations |