

Course Outline

**Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics**

**MKTG 4480-3
Integrated Marketing Communications (3,0,0)**

Calendar Description

Students examine the promotional mix including advertising, publicity, personal selling and sales promotion from an integrative perspective. They then learn how to create and manage these promotional tools to successfully execute a business' strategic plan. Topics include an introduction to integrated marketing communication; organizing integrated marketing communication; consumer behavior and target market review; communication response models; objectives and the integrated marketing communication plan; brand positioning strategy decisions; creative strategy decisions; creative tactics decisions; and media planning and budgeting.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Explain principles, practices, and terminology relating to the areas of integrated marketing communications.
2. Describe the structure of the advertising industry in Canada and its role in developing and implementing integrated marketing communication programs.
3. Apply consumer behaviour concepts, including target market selection, as part of the integrated marketing communications process.
4. Discuss the major communication response models and their relevance to an integrated marketing communications program.
5. Develop specific objectives for an integrated marketing communications plan.
6. Use brand positioning and re-positioning strategies to inform and develop the integrated communications plan.
7. Develop a creative strategy for a brand or organization, including a copy platform and creative theme.
8. Outline appropriate creative tactics for an integrated marketing communications plan.
9. Create a media plan and budget for a brand or organization, including recommendations about the pros and cons of the various media choices.

Prerequisites

MKTG 2430 or MKTG 3430

Texts/Materials

George E. Belch, Michael A. Belch, Michael A. Guolla, Advertising & Promotion: An Integrated Marketing Communications Perspective, University of Ottawa.

Ouwersloot and Duncan, Integrated Marketing Communications, European Edition, McGraw-Hill Higher Education, 2007.

Student Evaluation

Term tests	30-50%
Quizzes	0-10%
Participation/attendance	0-10%
Case studies/research projects/assignments	30-60%
Major project	0-40%
Final exam	0-40%

Term tests and final exams must not make up more than 70% of course work and group work must not make up more than 50% of evaluation.

Course Topics

Mandatory Topics

1. Introduction to Integrated Marketing Communication (IMC)
 - Definition
 - Importance
 - Promotion mix
 - IMC planning
2. Organizing for IMC
 - Ad industry
 - Ad agencies
 - Compensation
 - Evaluation
 - Services
3. Consumer Behaviour and Target Market Review
 - Consumer decision making process
 - Types of decision making
 - Marketing planning process
 - Target market selection
 - Options
 - Profile
4. Communication Response Models
 - Communication process
 - Response hierarchies
5. Objectives and the IMC Plan
 - Marketing versus sales versus communications objectives
 - Communication response model applications
 - Objective options

6. Brand Positioning Strategy Decisions
 - Positioning strategy decisions
 - Repositioning strategy decisions
7. Creative Strategy Decisions
 - Advertising creativity
 - Creative process
 - Copy platform
 - Creative theme
 - Message appeals
 - Source characteristics
8. Creative Tactics Decisions
 - Creative execution styles
 - Message structure
 - Design elements
9. Media Planning and Budgeting
 - The media plan
 - Coverage decisions
 - Scheduling
 - Reach versus frequency
 - Media vehicles – advantages and disadvantages
 - Blocking charts
 - Budget setting

Optional Topics

1. Creativity and Creative Development
2. Measuring Effectiveness
3. Types of Media
 - Broadcast
 - Print
 - Out of home and support media
4. Sales promotion
5. Public relations
6. Direct marketing
7. Internet marketing
8. Regulatory, ethical, social, and economic issues

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional