



MAR-105 Integrated Marketing Communications

Description:

MAR-105 helps students explore all aspects of marketing communications, from time-honored methods to the newest developments in the field backed by the latest research, data, and analytic techniques. The course focuses on the fundamentals of advertising and sales promotion, including planning, branding, consumer behavior, media buying, public relations, packaging, POP communications, and personal selling. MAR-105 focuses on emerging topics, such as the popularity of apps, social media outlets, online and digital practices, and viral communications.

Textbook: Advertising, Promotion, and other aspects of Integrated Marketing Communications 10th Ed. – Andrews, Shimp – ISBN: 9781337289764

Course objectives:

Throughout the course, you will meet the following goals:

- Describe integrated marketing communications (IMC) and its five key features.
- Explain the activities involved in developing an integrated communications program.
- Describe the benefits and challenges of developing a brand.
- Appreciate the ethical issues associated with advertising, sales promotions, social media.
- Explain the role IMC plays in designing and evaluating a promotional mix .

Contents:

Ch 1: Integrated Marketing Communications	Ch 13: Digital Media: Online, Mobile, Apps
Ch 2: Enhancing Brand Equity and Accountability	Ch 14: Social Media
Ch 3: Branding and Intellectual Property Issues	Ch 15: Direct Marketing/CRM/Other Media
Ch 4: Regulatory and Ethical Issues	Ch 16: Media Planning and Analysis
Ch 5: Segmentation, Targeting, and Positioning	Ch 17: Measuring Ad Effectiveness
Ch 6: The Communications Process and Consumers	Ch 18: Sales Promotion Overview
Ch 7: The Role of Persuasion in IMC	Ch 19: Promotions: Sampling & Couponing
Ch 8: IMC Objective Setting and Budgeting	Ch 20: Promotions: Premiums & Others
Ch 9: An Overview of Advertising Management	Ch 21: Public Relations/Content Marketing
Ch 10: Effective and Creative Ad Messages	Ch 22: Packaging, POP, and Signage
Ch 11: Endorsers and Message Appeals	Ch 23: Personal Selling
Ch 12: Traditional Advertising Media	

Grading Scale

A = 90-100%
B = 80-89.9%
C = 70-79.9%
F = Below 70%

Grade Weighting

Chapter Quizzes..... 70%
Final Exam 30%
100%