



Course Syllabus

Course Code	Course Title	ECTS Credits
MCOM-571	Integrated Marketing Communication And Digital Media	10
Prerequisites	Department	Semester
None	Communications	Spring
Type of Course	Field	Language of Instruction
Elective	Digital Media and Communications	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr Nicholas Nicoli	1 st
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- provide students with an understanding of the principles and practices of communication practitioners in a digital environment
- provide students with an opportunity to comprehend the benefits of integrating all forms of strategic communication
- demonstrate an understanding of integrated marketing communication theories and concepts
- prepare students to design the fundamentals of an integrated communications plan

Learning Outcomes:

After completion of the course students are expected to be able:

1. To understand the integration of advertising, PR and other forms of communication.
2. To comprehend the value of sending coherent messages across all digital platforms.
3. To understand the discourse of social media within the context of other digital media platforms.
4. To build reputation on all digital external and internal communication forms.
5. To comprehend the importance of research within an integrated campaign.
6. To build communication plans within a digital environment.
7. To thoroughly describe the range of integration methods.

Course Content:

- What is integrated marketing communication and its categories
- Digital media environments
- Building strategies within the integrated campaign
- Research before planning
- Creative development
- Implementing CSR within the integrated campaign
- Advertising campaigns on linear media
- Advertising campaigns on online media
- PR campaigns
- Employee relations and media relations approaches
- Building digital stories and Social media management
- Events and their use within the integrated campaign

Learning Activities and Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments, E-learning, case studies

Assessment Methods:

Pitching / description of campaign concept, Midterm, Final assignment / project

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Integrated Marketing Communication: Advertising and Promotion in a Digital World <i>1st Edition</i>	Jerome M. Juska	Routledge	2017	1138695440

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Meaningful: The Story of Ideas that Fly	Bernadette, Jiwa	Pluto Press (EBSCO)	2015	978-0-9944328-0-3
Visibility Online: 6 Steps To Success – Building A Strong Digital Business: Digital Marketing Strategy for Entrepreneurs - Website Development, SEO, Advertising, Social Media, Usability & Analytics	Bernat Riera	Amazon Digital Services LLC	2017	ASIN: B0764NDJ31