



# UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> MKTG-310	<b>Course Title</b> Integrated Marketing Communications	<b>ECTS Credits</b> 6
<b>Department</b> Marketing	<b>Semester</b> Fall, Spring	<b>Prerequisites</b> MKTG-291, Junior Standing
<b>Type of Course</b> Major Requirement for the Marketing Programme & Elective for all other Business Programmes	<b>Field</b> Marketing	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> Cycle	<b>Year of Study</b> 3rd	<b>Lecturer (s)</b> Ms. Ria Morphitou
<b>Mode of Delivery</b> Face to face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

## Objectives of the Course:

The main objectives of the course are to:

- Increase their understanding of the communication process
- Gain knowledge on the important issues in planning and evaluating integrated marketing communications
- Increase their understanding of competition and its impact on setting promotional plans
- Develop a complete promotional plan
- Be able to apply the appropriate theories and tools to plan, develop, and evaluate integrated marketing communications

## Learning Outcomes:

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

1. **To assess the importance of communication** (students should be able to analyze the communication process and its relationship and application to marketing communication)
2. **To critically analyze the importance of communication in strategic planning** (students should be able to demonstrate that IMC is part of the strategic planning of an organization and not just a tactical plan)
3. **To compare the importance of an IMC plan to the success of a Marketing Plan** (students should explain how an IMC plan corresponds to the Marketing Mix)
4. **To plan a competitive environmental analysis in relationship to planning** (students should explain how the competitive environment affects the success of a promotional plan)
5. **To create a Promotion Opportunity analysis** (students must analyze and more

- specifically perform a promotion opportunity analysis)
6. **To create a complete Promotional Plan** (student should develop skills in order to promote a promotional plan in a real market situation)
  7. **To design a 4,000-5,000 word project on the Marketing Strategy of a company or a brand of their choice.**(students should acquire the skills to create an Integrated Communication Plan for an organization of their choice)

**Course Contents:**

1. **Marketing Communications and Understanding the Marketplace:** Transmitting, receiving and processing information as part of a communication program.
2. **Product and Service Strategies:** An analysis of who product characteristics and packaging affect promotion
3. **The Integration of Marketing Communications** The coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers
4. **Advertising:** The process of preparing and integrating a specific advertising program in conjunction with the overall IMC message
5. **Media and Media Planning:** The process of analyzing and choosing media for an advertising and promotions campaign
6. **Personal Selling:** Personal sales are the bond or partnership between a sales representative and a client. Personal sales take place in two major categories: (1) retail sales and (2) business to business selling
7. **Sales Promotion and Direct Marketing:** Incentives aimed at a firm’s customers
8. **Public Relations:** A process where the organization communicates through publicity and other communications with all the groups that make contact with the company
9. **Sponsorship:** The process where the organization pays money to sponsor someone or some group that is participating in an activity
10. **Corporate Communications:** Internal and external communication on behalf of an organization:
11. **Internet Marketing Communications:** Individualizing and personalizing Web content and e-mail messages for various consumers
12. **Future Developments in Marketing Communications:** An examination of the trends and developments in communication

**Learning Activities and Teaching Methods:**

Lectures, Presentations, Practical Exercises and Assignments.

**Assessment Methods:**

Homework, Project, Mid-Term, Final Exam.

**Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Kenneth Clow , Donald Baack	Integrated Advertising, Promotion and Marketing Communications	Prentice Hall, 3 <sup>rd</sup> Edition, 2007	2007	0-13-186622-2

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Jim Blythe	<i>Essentials of Marketing Communications</i>	Prentice Hall,	2006	9780273702054

