



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-397	Integrated Marketing Communications	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291	Management	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English / Greek
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Prof Ioanna Papasolomou	3 <sup>rd</sup> or 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Face-to-face	N/A	None

### Course Objectives:

The main objectives of the course are to enable students to:

- Understand the role and importance of Integrated Marketing Communications (IMC)
- Appreciate the importance of weaving together all marketing activities into one clear message and voice
- Identify the stages of the IMC Planning Process
- Analyze the tools in the marketing communications mix
- Explore the roles of traditional media
- Explore the roles of social media, mobile messaging, and other marketing tactics to effectively reach consumers
- Design an Integrated Marketing Communications program
- Assess the issues that affect the evaluation of the integrated marketing communications program

### Learning Outcomes:

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

1. Evaluate the importance of Integrated Marketing Communications
2. Assess the importance of an IMC plan to the success of a Marketing Plan
3. Analyze the strengths and weaknesses of traditional and new media
4. Develop an Integrated Marketing Communications program

5. Identify the regulatory and ethical issues that impact an IMC program
6. Evaluate an Integrated Marketing Communications program

**Course Content:**

1. Integrated Marketing Communications
2. Brand Management
3. Buyer Behaviour
4. The IMC Planning process
5. Advertising Campaign Management
6. Advertising design
7. Traditional media Channels
8. Digital marketing
9. Social Media
10. Alternative marketing
11. Database and Direct Response marketing and Personal Selling
12. Sales Promotion
13. Public Relations and Sponsorship Programs
14. Regulations and Ethical Concerns
15. Evaluating an Integrated Marketing Program

**Learning Activities and Teaching Methods:**

Lectures, case study discussion, videos, in-class exercises, homework exercises, group work

**Assessment Methods:**

Course Assignment, Final Exam, Weekly Homework Exercises, Class Participation

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Integrated Advertising, Promotion and Marketing communications	Clow, K.E. and Baack, D.	Pearson Education	2022 (9 <sup>th</sup> Edition)	ISBN-13: 9780137344345   Published 2021 ISBN-13: 9780137344345   Published 2021

### Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advertising and Promotion: An Integrated Marketing communications Perspective	Belch, G. and Belch, M.	McGraw-Hill Higher Education	2023 (13 <sup>th</sup> Edition)	ISBN10: 1266149066   ISBN13: 9781266149061
Contemporary Advertising: An Integrated Marketing Communication	Arens, W. and Weigold, M.	McGraw-Hill Higher Education	2023 (17 <sup>th</sup> Edition)	ISBN10: 1266128883   ISBN13: 9781266128882
M: Advertising	Arens, W., Weigold, M., Schaefer, D. and Arens, C.	McGraw-Hill Higher Education	2024	ISBN10: 1264394241   ISBN13: 9781264394241