



Course Syllabus

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

Course Objectives:

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. Appreciate the importance of communication
2. Evaluate the importance of communication in strategic planning
3. Assess the importance of an IMC plan to the success of a Marketing Plan
4. Analyze the competitive environment in relationship to planning
5. Develop a Promotion Opportunity analysis
6. Develop a complete Promotional Plan for a corporation or a brand

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

Assessment Methods:

Assignment, 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. (2018) | Pearson | 2022 (9 th Edition) | ISBN-10: 1-292-41121-X ISBN-13: 978-1-292-41121-7 |
| Marketing communications: A European Perspective | De Pelsmacker, P., Geuens, M., and Van Den Bergh, J. | Pearson | 2018 (6 th Edition) | ISBN: 978-1-292-13576-2 |

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|---|-----------------------------------|------------------------------------|------------------------------------|--|
| Advertising and Promotion: An Integrated Marketing communications Perspective | Belch, G. and Belch, M. | McGraw-Hill | 2021 (12 th Edition) | ISBN-13: 978-1260259315 ISBN-10: 1260259315 |
| M: Advertising, 3 rd ed. | William Arens and Michael Weigold | McGraw-Hill International Editions | 2017 | ISBN10: 1260052206 ISBN13: 9781260052206 |
| M: Advertising, 3 rd ed. (SmartBook) | William Arens and Michael Weigold | McGraw-Hill International Editions | 2017 | ISBN10: 1259900096 ISBN13: 9781259900099 |