

COURSE OUTLINE

(1) GENERAL

SCHOOL	School of Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	MKTG-397	SEMESTER	Fall
COURSE TITLE	Integrated Marketing Communications		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
PREREQUISITE COURSES:	MKTG-292		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i> <i>Consult Appendix A</i> <ul style="list-style-type: none"> • <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> • <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> • <i>Guidelines for writing Learning Outcomes</i>
After completion of the course students are expected to be able to: <ul style="list-style-type: none"> • Evaluate the importance of Integrated Marketing Communications

- Assess the importance of an IMC plan to the success of a Marketing Plan
- Analyze the strengths and weaknesses of traditional and new media
- Develop an Integrated Marketing Communications program
- Identify the regulatory and ethical issues that impact an IMC program
- Evaluate an Integrated Marketing Communications program

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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Search for, analysis and synthesis of data and information, with the use of the necessary technology

Decision-making

Working independently

Team work

Project planning and management

Respect for difference and multiculturalism

Showing social, professional and ethical responsibility and sensitivity to gender issues

(3) SYLLABUS

- Integrated Marketing Communications
- Brand Management
- Buyer Behaviour
- The IMC Planning process
- Advertising Campaign Management
- Advertising design
- Traditional media Channels
- Digital marketing
- Social Media
- Alternative marketing
- Database and Direct Response marketing and Personal Selling
- Sales Promotion
- Public Relations and Sponsorship Programs
- Regulations and Ethical Concerns

- Evaluating an Integrated Marketing Program

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i>	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload
	Lectures	35
	Study & Analysis of bibliography	30
	Project	35
	Essay Writing	25
	Interactive Teaching	25
	Course total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>	Course Assignment, Final Exam, Weekly Homework Exercises, Class Participation	

Specifically-defined evaluation criteria are given, and if and where they are accessible to students.

(5) ATTACHED BIBLIOGRAPHY

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 th 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 th Edition)	ISBN10: 1266149066 ISBN13: 9781266149061
Contemporary Advertising: An Integrated Marketing Communication	Arens, W. and Weigold, M.	McGraw-Hill Higher Education	2023 (17 th 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