



Course Outline

Marketing and International Business
School of Business & Economics

MKTG 4480 - **3.00** - Academic

Integrated Marketing Communication

Rationale

Learning Outcomes, Student evaluation

Calendar Description

Students examine the promotional mix including advertising, publicity, personal selling and sales promotion from an integrative perspective. They then learn how to create and manage these promotional tools to successfully execute a business' strategic plan. Topics include an introduction to integrated marketing communication; organizing integrated marketing communication; consumer behavior and target market review; communication response models; objectives and the integrated marketing communication plan; brand positioning strategy decisions; creative strategy decisions; creative tactics decisions; types of media; media planning and budgeting; social, ethical and legal issues; and international marketing communications.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Explain the concepts and ideas of the integrated marketing communications (IMC).
2. Describe the structure of the advertising industry in Canada and its role in developing and implementing integrated marketing communication programs.

3. Apply consumer behaviour concepts, including target market selection, as part of the IMC process.
4. Discuss the major communication response models and their relevance to an IMC program.
5. Use brand positioning and re-positioning strategies to inform and develop the IMC plan.
6. Discuss the international marketing communication issues.
7. Analyze appropriate creative tactics for an IMC plan.
8. Discuss the international marketing communication issues.
9. Develop a creative strategy for a brand or organization, including a copy platform and creative theme.
10. Discuss the international marketing communication issues.
11. Create a media plan and budget for a brand or organization, including recommendations about the pros and cons of the various media choices.
12. Discuss the international marketing communication issues.
13. Develop specific objectives for an integrated marketing communications plan.
14. Discuss the international marketing communication issues.
15. Discuss the social, legal, and ethical issues of IMC.

Prerequisites

MKTG 2430-Introduction to Marketing
or equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

MKTG 4481-Integrated Marketing Communication
BBUS 4480-Integrated Marketing Comm

BBUS 4481-Integrated Marketing Communications

Texts/Materials

Textbooks

1. **Required** George E. Belch, Michael A. Belch, Michael A. Guolla. *Advertising & Promotion: An Integrated Marketing Communications Perspective*, 5th Canadian ed. McGraw-Hill Ryerson, 2014

Student Evaluation

The Course grade is based on the following course evaluations.

Participation/attendance 0-10%

Quizzes 0-10%

Term tests 20-30%

Case studies/research projects/assignments 15-40%

Major project/IMC Plan 15-40% Final

exam 30-40%

Term tests and the final exam must not make up more than 70% of course work and group work must not make up more than 50% of evaluation.

Course Topics

1. Introduction to Integrated Marketing Communication (IMC)
 - Definition
 - Importance
 - Promotion mix
 - IMC planning
2. Organizing for IMC
 - Ad industry
 - Ad agencies
 - Compensation
 - Evaluation
 - Services
3. Consumer Behaviour and Target Market Review
 - Consumer decision making process
 - Types of decision making
 - Marketing planning process
 - Target market selection
 - Options
 - Profile
4. Communication Response Models
 - Communication process
 - Response hierarchies
5. Objectives and the IMC Plan
 - Marketing versus sales versus communications objectives
 - Communication response model applications
 - Objective options
6. Brand Positioning Strategy Decisions
 - Positioning strategy decisions
 - Repositioning strategy decisions
7. Creative Strategy Decisions
 - Advertising creativity
 - Creative process
 - Copy platform
 - Creative theme
 - Message appeals
 - Source characteristics
8. Creative Tactics Decisions
 - Creative execution styles
 - Message structure
 - Design elements
9. Types of Media

- Broadcast
 - Print
 - Out of home and support media
 - Sales promotion
 - Personal selling
 - Public relations
 - Direct marketing
- Internet marketing

10. Media Planning and Budgeting

- The media plan
 - Coverage decisions
 - Scheduling
 - Reach versus frequency
 - Media vehicles – advantages and disadvantages
- Blocking charts

11. Social, Ethical and Legal issues

12. International Marketing Communications

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20