

**Course Syllabus  
Spring 2017  
Integrated Marketing Communications**

**Program : BSBA major in Marketing**  
**Semester : 2<sup>nd</sup>**  
**Class of : 2016-2017**

**Course Code :MKT401**  
**Section # : 49030**  
**Credit Hrs : 3**

Instructor: Reem A. Alshehri

Website: <http://fac.ksu.edu.sa/raalshehri>

E-mail: [raalshehri@ksu.edu.sa](mailto:raalshehri@ksu.edu.sa)

Twitter: @ralshehrish

Class hours : Sun, Tuesday, Thursday 10:00-11:00 , **Class# GA40**

Office hours : Sun, Tuesday, Thursday 11:00-12:00 **Office #: S10 (Second Floor)**

**Text Book and Refernces**

<b>Marketing Communications</b>	
<b>Reference Books</b>	<b>Author / Publication</b>
<b>Integrated Advertising, Promotion and Marketing Communications Global Edition, 6/E</b>	Clow and Baack, Pearson, ISBN-10: 0273786989 ISBN-13: 9780273786986
Advertising and Promotion : An Integrated Marketing Communication Perspective 9/e	George E Belch and Michael A Belch McGraw Hill, ISBN-13 9780073404868, 2012.
Developing a Creative and Innovative Integrated Marketing Communications Plan 1/e	Ogden, Prentice Hall, 0137783337
Marketing Communications, 2007	John Egan, Thomson, 978-1-84480-121-3
Marketing Communications : An Integrated Approach 4/e	P.R.Smith and Jonathan Taylor, Kogan Page, 0749442654

**Integrated Advertising, Promotion and Marketing communications 6e by Clow and Baack or any other text book titled Marketing Communications can be pursued for learning the concepts.**

## **Course Description:**

This course will examine the theory and techniques applicable to all the major marketing communication functions: advertising, sales promotions, public relations, personal selling, and direct marketing. It will provide a knowledge base that will allow students to research and evaluate a company's marketing and promotional situation and use this information in developing effective communication strategies and programs.

## **Course Objectives:**

- To know the terminology and concepts of Marketing Communications
- To Know the importance and developments of Marketing Communications.
- To know the types of Marketing Communications and their importance.
- To provide the students with the ability of making strategic decisions in marketing communications.

## **Detailed Curriculum**

### **Marketing Communications**

**Introduction to Marketing communications :** Definition and concept of marketing communications, integrated marketing communications(IMC), communications process, traditional marketing mix, marketing plan, IMC plan, stages in cultivating IMC system, trends impacting integrated advertising and marketing communications and global integrated marketing communications.

**Corporate image and brand management :** Components of corporate image, role of corporate image, promoting the right image, corporate names, testing quality of logos and corporate names, benefits of logo recognizability, branding, how to develop a strong brand name, benefits of brand equity, steps in building brand equity, measuring brand equity-brand metrics, types of brands, growth of private brands, strategies used to combat private labels, packaging, labels, positioning approaches, ethical issues and international implications.

**Buyer Behaviour :** Consumer decision making process, consumer attitude, consumer personal values, processing of new information-cognitive map, the evoked set method, the multi-attribute approach, affect referral method, trends affecting consumer buyer behaviour, business to business buyer behaviour, the buying center, individual factors affecting the behaviors of buying center members, types of business-to-business sales, reasons for modified re-buy and dual channel marketing.

**IMC Planning Process :** Steps in promotion opportunity analysis, conduct communications marketing analysis, establish communication objectives, create communications budget, prepare promotional strategies, match tactics with strategies, tests to determine if a particular market segment is viable, methods of segmenting consumer markets, methods of segmenting business to business markets and successful globally integrated marketing communications tactics.

**Advertising Management :** Overview of IMC, advertising design overview, in-house vs advertising agency, money spent on media, whole egg theory, steps in selecting an advertising agency, evaluation criteria in choosing an ad agency, advertising planning and research, key advertising personnel, steps in advertising campaign management, communication market analysis, advertising goals, advertising budget manner of distribution, the creative brief, the message theme.

**Advertising design :** Hierarchy of effects model, means-end chain, personal values, verbal and visual elements, behavioral response model, structure of an advertisement, types of appeals – fear, humor, sex, music, rationality, emotions and scarcity, message strategies-cognitive, affective & conative, executional frameworks, creating an advertisement, principles of effective advertising and beating advertising clutter.

**Traditional Media Channels :** What is media, media strategy, components of media plan, people involved in media selection, media planning and buying, factors in effective media purchases, media terms, achieving advertising objectives - three-exposure hypothesis, recency theory, media selection – a comparative analysis of traditional media, media selection for international markets.

**Sales Promotions :** Types of consumer promotions, coupons – influencing the purchase, types of coupons, issues in coupon redemption, premiums – types of premiums, key to successful premiums, contests and sweepstakes, refunds and rebates, types of sampling, benefits of sampling, experiment impact of in-store sampling, bonus packs – reasons for using bonus packs, problems with bonus packs, price offs – impact of price offs on consumer purchase, retail incentives, trade promotions, cooperative advertising and trade shows.

## Course Nature:

Multiple teaching methods will be employed - lectures, class discussions, in-class exercises, and homework assignments. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give you information that can't be given as effectively any other way. In-class exercises, homework assignments, and dialogue will help you understand and apply the information, as well as to provide variety. The more you participate – by sharing examples, opinions, and experiences – the more valuable, and interactive, this class will be for all of us. We will learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

## Method of Assessment (100 total potential points)

Midterm1 (17/6/1438 - 16/3/2017)	15%
Midterm2 (14/7/1438 - 11/4/2017)	20%
Case analysis exercises & other assignments	15%
Team project & presentations	10%
Final Exam	40%
Total	100%

### 1. Exams:

There will be three exams. The first exam is due at the end of the 3<sup>rd</sup> chapter. The second exam is due after the completion of the 7<sup>th</sup> chapter. There will be **no make-up Exams** without official excused documentation for your absence.

Exams are **comprehensive**. Each exam will cover chapters from the assigned readings from the textbook, Power Point Slides, and from the Home work Assignments. Exams will consist of multiple-choice, True or False Statements, and long essay questions.

### 2. Home assignments, case studies, and group project

Students will work on some assignments, case studies, and group projects during the semester. Each assignment will be discussed and explained to the class at a time.

The team project report is due by **6 /8/1438 - 2/5 /2017**

**Attendance Policy:** Students are expected to attend every class on time, having completed the reading assignments, and well prepared and ready to participate in class discussions, exercises, and homework. Use your own judgment; attendance usually has a high correlation with how well you do

in a course.

**It is the university policy to insure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with (حرمان).**

### **Semester Grade**

The final grade will be awarded as follows:

<b>A+ = 95 % and above</b>	<b>C+ = 75 – 79%</b>
<b>A = 90.0 – 94%</b>	<b>C = 70 – 74%</b>
<b>B+ = 85 – 89%</b>	<b>D + = 65 – 69%</b>
<b>B = 80 – 84%</b>	<b>D = 60 – 64%</b>
<b>F = 59% and below</b>	

### **Academic Dishonesty:**

If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.

## **Course Outline**

**2<sup>nd</sup> Semester 2016/2017**

### **Part I. The IMC Foundation**

1. Integrated Marketing Communications
2. Corporate Image and Brand Management
3. Buyer Behaviors
4. The IMC Planning Process

### **Part II. IMC Advertising Tools**

5. Advertising Management
6. Advertising Design: Theoretical Frameworks and Types of Appeals
7. Advertising Design: Message Strategies and Executional Frameworks

### **Part III. IMC Media Tools**

8. Traditional Media Channels
9. Digital Marketing
10. Alternative Marketing

### **Part IV. IMC Promotional Tools**

11. Database and Direct Response Marketing and Personal Selling
12. Sales Promotions
13. Public Relations and Sponsorship Programs

### **Part V. IMC Ethics, Regulation, and Evaluation**

14. Regulations and Ethical Concerns ,
15. Evaluating an Integrated Marketing Program