

Course Unit Title:	Integrated Marketing Communications
Course Unit Code:	MAR125
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	2
Semester when the unit is delivered:	3
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain the communication process • Discuss the role of marketing communications in marketing programs • Explain the various elements of the communications mix • Critically evaluate the effectiveness of each of the communication elements in different scenarios/examples. • Discuss the need to integrate the elements for the greatest impact • Identify the effect of social media in changing the way that organizations communicate with their audiences and especially the way that audiences are interacting with the organization. • Identify the ethical issues involved in marketing communications. 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR101
Recommended optional program components:	None
Course Contents:	
<p>Objectives: The aim of this course is to introduce students to the elements of the communications mix highlighting the need to adopt a holistic and synergetic approach, for the greatest possible impact of these communication elements.</p>	

<p>Description: Areas to be covered:</p> <ul style="list-style-type: none"> • Communication elements and process • The role of marketing communications in marketing programs • The marketing communications process • Introduction/fundamentals of Integrated Marketing Communications. • The elements of the IMC mix: Advertising, Sales promotion, PR, Personal selling, Direct Marketing • Benefits and Barriers to Integrated Marketing Communications • The central role of media • The changing environment of marketing communications – the effect of social media in communication channels and the active consumer (prosumer) • Regulations and ethics in marketing communications • An introduction to Image / brand management and Customer/audience relationship management 							
<p>Recommended or required reading:</p>	<p>Required reading:</p> <p>Kitchen, Philip J. and De Pelsmacker, Patrick, INTEGRATED MARKETING COMMUNICATIONS: A PREMIER, Routledge, London, UK</p> <p>Recommended reading:</p> <p>Belch, G. and Belch, ADVERTISING & PROMOTION: INTEGRATED MARKETING COMMUNICATION PERSPECTIVE, Latest Edition, M. McGraw-Hill, Australia</p> <p>Clow, Kenneth and Baack, Donald, Integrated Advertising, Promotion and Marketing Communications , Latest Edition Prentice Hall</p> <p>Pickton, David and Broderick, Amanda Integrated Marketing Communications, Latest Edition, Prentice Hall, UK</p>						
<p>Planned learning activities and teaching methods</p>	<p>Virtual lectures, workshops, group work, assignments and exams</p>						
<p>Assessment methods and criteria:</p>	<table border="1"> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examination	50%	Ongoing evaluation	50%		100%
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Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Blackboard Virtual Learning Platform