

Course Unit Title:	Integrated Marketing Communications Campaigns
Course Unit Code:	MAR312
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	4
Semester when the unit is delivered:	8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA

Learning Outcomes of the course unit:

Upon successful completion of this course students should be able to:

- Explain the stages of campaign management.
- Explain both in theory and practice the planning and developing of integrated marketing communication campaigns.
- Analyze and choose the most effective and efficient media for the campaign
- Develop an effective promotional plan through projects and case studies.
- Evaluate the effectiveness of the campaign.
- Discuss the role of various research methods at the different stages of the IMC campaign.

Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR115, Junior standing
Recommended optional program components:	None

Course Contents:

Objectives:

To provide students with a thorough understanding of IMC campaign management so as to be able to design and execute an effective promotional plan.

Description:

Areas to be covered:

- The scope of Campaign management
- Situation analysis: Company analysis, Market and competition analysis, product analysis, consumer analysis

- Determine the audience(s) of marketing communications
- Setting objectives
- Setting the budget and allocating resources
- Creating the campaign message
- Tactics – Integrating the elements of the communications mix
- Media strategy
- Control, Measurement & Evaluation
- Research in IMC: The role and use of research in IMC, Types of research, Market monitoring, Media measurement, Perceptual mapping, Test marketing

<p>Recommended or required reading:</p>	<p>Required reading: Pickton, David and Broderick, Amanda INTEGRATED MARKETING COMMUNICATION, Latest Edition, Prentice Hall, UK.</p> <p>Recommended readings: Belch, G. and Belch, Advertising and Promotion: An 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>Schultz, Don E., Tannenbaum, Stanley I., Lauterborn, Robert F., INTEGRATED MARKETING COMMUNICATION, Latest Edition, NTC Business Books, USA.</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> <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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	100%						
<p>Language of Instruction:</p>	<p>English</p>						
<p>Work Placement(s):</p>	<p>No</p>						
<p>Place of Teaching:</p>	<p>Blackboard Virtual Learning Platform</p>						