

Course Title	Integrated Marketing Communications Strategy				
Course Code	MRD450				
Course Type	Compulsory				
Level	Bachelors (1 st Cycle)				
Year / Semester	4 th Year/ 7 th Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	Laboratories / week	None
Course Purpose and Objectives	The main aim of this course is to introduce students to the strategic integration of the elements within the communications mix, highlighting the need to adopt a holistic and synergetic approach for the greatest possible impact of these communication elements.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the role of marketing communications in marketing programs • Discuss 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 strategically 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. 				
Prerequisites	MRD130, MRD225, MRD330, MRD335, MRD360	Co-requisites	None		
Course Content	<ul style="list-style-type: none"> • Introduction to Strategic IMC; The Marketing communications process • The role of marketing communications in marketing programs 				

	<ul style="list-style-type: none"> • In-depth analysis of the elements of the IMC mix: Advertising, Sales promotion, PR, Personal selling, Direct Marketing • The elements of the IMC mix: Personal Selling • The elements of the IMC mix: Public Relations • The elements of the IMC mix: Advertising/ Print Media/ Newspapers/ Magazines as part of the strategic media mix • The elements of the IMC mix: Advertising/ Online Media • The elements of the IMC mix: Advertising/ Electronic Media/ TV and Radio • The elements of the IMC mix: Advertising/ Outdoor \Media • The elements of the IMC mix: Direct Marketing • The elements of the IMC mix: Sales Promotion • Integrating the elements of the mix • The Strategic IMC Planning Model • Developing contemporary IMC campaigns 		
Teaching Methodology	E - Learning		
Bibliography	<p>Belch, G. and Belch, ADVERTISING & PROMOTION: INTEGRATED MARKETING COMMUNICATION PERSPECTIVE, Latest Edition, M. McGraw-Hill, Australia</p> <p>Kitchen, Philip J. and De Pelsmacker, Patrick, INTEGRATED MARKETING COMMUNICATIONS: A PREMIER, Routledge, London, UK</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>		
Assessment	Final Examinations	50%	
	Assignments/On-going evaluation	50%	

		100%	
Language	English		