

Marketing Communications

Course Title	Marketing Communications		
Course Code	MKT415	Course Type	Marketing Specialization
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	1. Analyzing the communication environments
2. Asian Expertise	25	2. Identifying the role and objectives of advertising
3. Creative Management Mind	25	3. Identifying the role of below – the – line techniques
4. Cross Cultural Communication	5	4. Studying the Integrating Marketing Communication (IMC) Integration tools
5. Social Responsibility	15	5. Exercising a promotion strategy

Course Description

While this course is required for Marketing Majors at Solbridge, it will be of immense benefit to anyone who is or plans to be involved in the product planning, market research, pricing, selling, communication, distribution, services delivery, and e-commerce of an organization. The primary application of the course is to help firms realize profits, but the concepts and models taught in the course can easily be applied to not for-profit or other institutions that seek to enhance their value to their various customer and stakeholder groups. The aim of this course is to provide students with an understanding of the key areas of advertising and promotion and to develop student's ability to select and apply appropriate communication tools within a strategic and tactical framework. The coverage includes the theoretical concepts as well as current promotional practice.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Attendance, Participation	10	Title: Advertising and Promotion: An Integrated Marketing Communications Perspective
Independent Team Project	30	Edition: Global edition
Midterm Examination	30	Author(s): Belch, G. & Belch, M.,
Final Examination	30	Publisher: 2012. Illinois: McGraw-Hill/Irwin ISBN-13: 978-0-07-131440-4

Course content by Week

1	An Introduction to Integrated Marketing Communications
2	The Role of IMC in the Marketing Process
3	Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations
4	The Communication Process
5	Establishing Objectives and Budgeting for the Promotional Program
6	Creative Strategy: Planning and Development & Implementation and Evaluation
7	Direct Marketing
8	The Internet and Interactive Media
9	Sales Promotion
10	Public Relations, Publicity, and Corporate Advertising
11	Measuring the Effectiveness of the Promotional Program
12	International Advertising and Promotion
13	Evaluating the Social, Ethical, Economic Aspects of IMC
14-15	Final Presentation/ Revision and Final Examination