

MKT358 Integrated Marketing Communications

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

MKT358 Integrated Marketing Communications integrates traditional advertising, public relations, direct marketing, promotions and new media platforms to apply an optimum mix of media and message strategies to motivate the target audience to act. This course provides students with the knowledge of various methods by which organisations communicate with their markets, as well as an understanding of the analysis and design of integrated marketing communications programmes.

Topics:

- Basic Principles of Advertising & IMC
- The Communication Process and Segmenting and Targeting the Audience
- Strategic Research and Planning
- Creativity and Effective Advertising
- Media Basics
- Paid Media
- Owned, Interactive, and Earned Media
- Media Planning and Negotiation
- Public Relations
- Direct Response Marketing
- Promotions
- IMC Practice and Evaluation

Textbooks:

Sandra Moriarty, Nancy D Mitchell and William D. Wells: Advertising & IMC: Principles & Practice
PEARSON
ISBN-13: 9781292019956

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ISBN-13: 9781292019956-AA

Learning Outcome:

- Examine the planning process of an effective integrated marketing communications programme
- Compare and contrast the relative importance of the roles and functions of the various participants at different stages of the marketing communications process
- Discuss objective-setting for marketing communications and assess the importance of the functions that such objectives serve
- Distinguish the various budgeting methods and describe the factors to be considered in determining budgets
- Discuss objective setting for advertising and promotions, and assess the importance of the functions that such objectives serve.
- Discuss communications creativity and the factors considered to its development and defend the strategic importance of creativity in marketing communications.
- Evaluate the importance of a creative strategy: involving planning, development, implementation and evaluation for the success of the promotional campaign
- Discuss how a media plan and media strategy are developed and implemented.
- Discuss the relative effectiveness of various advertising media, including direct and internet marketing, and explain how such effectiveness is measured
- Compare the various elements of the promotional mix and discuss their inherent advantages and disadvantages.
- Examine the development of an effective promotional strategy.
- Discuss the various approaches taken to determine the selling ideas used as the foundation of a promotional campaign
- Develop analytical and problem solving skills
- Organise information from different areas of marketing communications and apply them to particular promotional scenarios
- Evaluate, select and integrate from various types of promotional tools and come up with solutions to address these scenarios
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team
- Show written proficiency
- Prepare oral presentations in areas related to marketing communications

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**