

Course unit title:	Integrated Marketing Communications		
Course unit code:	ABSM 307		
Type of course unit:	Required		
Level of course unit:	Bachelor (1 st cycle)		
Year of study:	2		
Semester when the unit is delivered:	4 (Spring)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	1. Identify what is an integrated marketing communications program 2. Recognize how an integrated marketing communications program create value for firms 3. Identify the components of an integrated marketing communications program 4. Identify new trends affecting marketing communications, focusing on WOM, buzz marketing, sponsored consumers and the use of the internet and social media in marcoms 5. Evaluate the different promotional elements for different organisational settings and apply the learned concepts to suggest marketing communications programs.		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>1. Overview of Integrated Marketing Communications Integrated Marketing Communications (IMC) Changes in marketing communication practices Key features of IMC Making brand level marketing communications decisions The marketing communications process</p> <p>2. Marcom's Challenges: Enhancing Brand Equity, Influencing Behavior, and Being Accountable Branding Brand equity Brand identity and dimensions of brand personalities Creating successful brands</p> <p>3. Ethical, Regulatory, and Environmental Issues in Marketing Communications Ethical issues in marketing communications The ethics of targeting Ethics and advertising Ambush marketing Stealth marketing Ethical issues in Public Relations Ethical issues in Packaging, Branding and Sales Promotions Green marketing Advertising regulation</p> <p>4. Marcom Positioning Positioning and the creation of meaning Outcomes of positioning Implementing Positioning CPM Vs HEM Elements of Memory</p> <p>5. Marcom Objective Setting and Budgeting Marcom Objectives Practical Budgeting Methods</p>		

	<p>6. Facilitating the success of new brands New-Product Adoption Process Model Alternative marketing programmes Buzz marketing Sponsored consumers Brand ambassadors Guerrilla marketing Corporate image The Brand Naming Process The Role of Logos Functions of the Package Evaluating the Package: The VIEW Model</p> <p>7. Overview of Advertising Management: Messages, Media, and Measurement The role of advertising agencies Advertising terminology and objectives Advertising campaign management The creative brief</p> <p>8. Selecting Message Appeals and Picking Endorsers Celebrity Endorsers Advertising Appeals</p> <p>9. Traditional Advertising Media Vs New media Traditional media Television Radio Newspapers Magazines Out-of-Home-Advertising New media and internet marcoms Online advertising, Blogs and Email advertising Mobile phones and text messaging Search Engine Advertising Online social networks Viral Marketing</p>
Recommended and/or required reading:	Shimp, T. A. (2010) Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. London: South Western-Cengage Business
Textbooks:	Shimp, T. A. (2010) Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. London: South Western-Cengage Business Clow, K. and Baak, D. (2015) Integrated Advertising, Promotion and Marketing Communications. NY: Pearson Education
References:	Dahlen, M. and Lange, F. (2010) Marketing Communications: A Narrative Approach West Sussex: John Wiley and Sons Ltd Belch, G. and Belch, M. (2008) Advertising and Promotion: An Integrated Marketing Communications Perspective. New York: McGraw-Hill Higher Education
Planned learning activities and teaching methods:	Lectures supported by power point presentations, class discussions, use of video material to demonstrate the application of various concepts by companies
Assessment methods and criteria:	<ul style="list-style-type: none"> ▪ Midterm: 15% ▪ Group assignment: 20% ▪ Presentation: 5% ▪ Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable