

Course Title	Integrated Marketing Communications				
Course Code	PRC307				
Course Type	Compulsory				
Level	BA				
Year / Semester	3rd year/ Spring				
Teacher's Name	Athanasia Tziortzi				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to present students with the principles of Marketing Communications. Emphasis is placed on the concept and benefits of integrating the various communications tools.</p> <p>This course is fundamental in enabling students to develop effective customer-value driven marketing communications plans that incorporate conventional and alternative marketing tools making use of traditional and new media. This knowledge is useful for students pursuing a career in any area of business administration and marketing.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Identify what is an integrated marketing communications program 2. Outline the steps in developing a marketing communications program 3. Assess how integrated marketing communications programs create value for firms 4. Identify new trends affecting marketing communications, focusing on alternative marketing communications and digital marketing 5. Select appropriate traditional and new media in the context of an IMC program 6. Apply the learned concepts to suggest marketing communications programs. 				
Prerequisites	ABSM101	Corequisites	None		
Course Content	<ol style="list-style-type: none"> 1. Introduction to Integrated Marketing Communications Integrated Marketing Communications (IMC) Changes in marketing communication practices Key features of IMC Trends affecting Marketing Communications The marketing communications process 2. Brand Management Branding Types of brands and brand names Effective logos Brand image Brand equity and Brand identity Creating successful brands 				

3. The IMC Planning Process

Marketing research and the IMC planning process
The influence of positioning on the IMC planning process
Marketing communications objectives
Marketing communications budgets
IMC program Elements

4. Marcom Positioning

Positioning and the creation of meaning
Outcomes of positioning
Implementing Positioning CPM Vs HEM
Elements of Memory
Facilitating the success of new brands

5. Advertising Management

The role of advertising agencies
Advertising terminology and objectives
Advertising campaign management
Advertising parameters
The creative brief
Advertising design issues

6. Traditional Media Channels vs New Media

Media Strategy
Traditional media (advantages/disadvantages)
Key issues associated with media selection
New media

7. Digital Marketing

What is digital marketing
E-commerce programs
Mobile marketing systems
Digital strategies
Web advertising
What is a SEO
Social Media

8. Alternative Marketing

Alternative marketing programmes
 Buzz marketing
 Sponsored consumers
 Brand ambassadors
 Guerrilla marketing
Brand placement and branded entertainment
In-store marketing
Communities

9. Other Marketing Communications tools

Database and Direct Response Marketing and
Personal Selling
Sales promotion
Public Relations and Sponsorship

	<p>10. 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>11. Selecting Message Appeals and Picking Endorsers Celebrity Endorsers Advertising Appeals</p> <p>12. Evaluating an Integrated Marketing Program</p>
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content by real life companies and to provide students with information by experts (e.g. CEO's, marketing professionals).</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
Bibliography	<p>(a) <u>Textbooks:</u> Clow, K. E. and Baack, D.E. (2018) Integrated Advertising, Promotion and Marketing Communications, 8th Ed. Pearson Κάβουρα, Α. (2021) Επικοινωνία, διαφήμιση και μάρκετινγκ στο ψηφιακό περιβάλλον και ο ρόλος των μέσων κοινωνικής δικτύωσης. Εκδόσεις: Gutenberg - Γιώργος & Κώστας Δαρδανός</p> <p>(b) <u>References:</u> Book</p> <ul style="list-style-type: none"> ○ Belch, G. and Belch, M. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw Hill <p>Journal articles</p> <ul style="list-style-type: none"> ○ Ahmad, A., Salleh, S. M., and Perumal, S. (2019). Brand Related Capabilities and the Process of Integrated Marketing Communications (IMC): A Resource Based View (RBV). Journal of Contemporary Research in Social Sciences, 1(1), p.136-150.

	<ul style="list-style-type: none"> ○ Batra, R. and Keller, K. L. (2016) Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. Journal of Marketing, 80(6), p. 122-145 ○ Peltier, J., Schibrowsky, J. A. and Schultz, D. E. (2003) Interactive integrated marketing communication: combining the power of IMC, the new media and database marketing. International Journal of Advertising, 22(1), p. 93-115 ○ Russell, S., Croker, H. and Viner, R. M. (2018) The effect of screen advertising on children's dietary intake: A systematic review and meta-analysis. Paediatric Obesity, 20(4), p. 554-568 ○ Thorpe, A.S., Roper, S. (2019) The ethics of gamification in a marketing context. Journal of Business Ethics, 155, p. 597–609 ○ Zwerin, A., Clarke, T.B and Clarke, I. (2020) Traditional and Emerging Integrated Marketing Communication Touchpoints Used in Effie Award-Winning Promotional Campaigns. Journal of Promotion Management, 26(2), p.163-185 <p>Suggested Journals</p> <ul style="list-style-type: none"> ○ European Journal of Marketing ○ International Journal of Advertising ○ International Journal of Marketing Communications ○ Journal of Marketing ○ Journal of Promotion Management <p>Useful Links</p> <ul style="list-style-type: none"> ○ Advertising Age www.adage.com ○ DIGIDAY www.digiday.com ○ Marketing Week www.marketingweek.com ○ MarketingProfs www.marketingprofs.com
Assessment	<p>(a) <u>Methods:</u></p> <p>Students will be assessed as follows:</p> <p style="text-align: center;"><u>Final exam</u></p> <p style="text-align: center;"><u>Course work</u></p> <ul style="list-style-type: none"> ○ Group assignment: This is a group assignment which concerns the development of a marketing communications plan ○ Mid term exam ○ Oral Presentation <p>(b) <u>Criteria:</u></p> <p>Final/Mid term exams: Assessment criteria are available to the students in relation to each of the written exams (final, mid term)</p> <ul style="list-style-type: none"> ○ Each question is however assessed using the following general criteria : <ul style="list-style-type: none"> ○ 86%-100% excellent/comprehensive answers

- 76%-85% very well answered questions
- 66%-75% well answered questions
- 50%-65% satisfactory answered questions
- 0%-49% poor or incorrect answers

Assessed Group Assignment and Oral Presentation

*The group assignment assessment criteria are as follows:

	Weight
Step 1	
Setting the background of the plan	5
Step 2 (Part A): Fundamental Decisions	
Target audience	15
Positioning	10
Objectives of marcom plan	10
Step 2 (Part B): Implementation decisions	
Choice and justification of marcom elements	15
Messages	15
Selection and justification of media	15
Media Timing	10
Additional marks	
Presentation and organisation of report	5
TOTAL MARK	100

*The oral presentation assessment criteria are as follows:

	Maximum mark
Preparation	15
PPT presentation (Clear, not overcrowded)	15
Content	20
Organization of information	15
Ability to answer questions	20
Adherence to time limit	15
MAXIMUM TOTAL MARK	100

*Note: A detailed explanation of each of the criteria is given to the students in the form of assignment and presentation guidelines

(c) Weights:

- Final exam: 60%
- Group assignment: 20%
- Mid term exam: 15%
- Presentation: 5%

Language

Greek