

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE
SCIENCES MARKETING DEPARTMENT
COURSE SYLLABUS
FORM**

MAR 403 Integrated Marketing Communications							
Course Name	Course Code	Period	Hours	Application	Laboratory	Credit	ECTS
Integrated Marketing Communications	MAR 403	7	3	0	0	3	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Question-Answer

Course Objective

The course is designed to acquaint students with the components and considerations in the field of marketing communication strategy. Focusing on the theories, concepts and applications of Integrated Marketing Communications, the course covers elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing and interactive marketing.

Learning Outcomes

The students who become successful in this course will be able;

- to understand just what is meant by integrated marketing communication or IMC.
- to understand the role of IMC in building brands
- to understand the fundamental building blocks of IMC, the elements that go into building brands and strengthening companies.
- to understand any option that makes sense given the IMC plan; and critically, is compatible with the processing requirements associated with the communication objective
- to understand deal specifically with how advertising and promotion should be used together to maximize effective IMC.

Course Outline

The course starts with definitions of IMC and managing IMC and continues with IMC strategic planning, the role of IMC in building brands. Then traditional advertising and traditional promotion, new media and other IMC options. This is followed by the role of direct marketing in IMC, planning considerations. After the introduction of reviewing the marketing plan, continues with determining how decisions are made and

matching media options, finalizing the plan identifying communication tasks and implementing the plan.

Weekly Topics and Related Preparation Studies		
Weeks	Topics	Preparation Studies
1	Overview of IMC(Chap.1)	<ul style="list-style-type: none"> - What is IMC? - Managing IMC - Barriers to effective IMC - Identifying IMC opportunities - IMC strategic planning
2	Brands and IMC(Chap. 2)	<ul style="list-style-type: none"> - The role of IMC in building brands - Positioning - Brand attitude - Global consumer culture - Brand portfolio considerations
3	Companies and IMC(Chap.3)	<ul style="list-style-type: none"> - The role of IMC in strengthening companies - Corporate identity, image, and reputation - Building corporate identity, image, and reputation - Corporate brand - Corporate communication
4	Traditional advertising(Chap.4)	<ul style="list-style-type: none"> - The role of advertising in IMC - Types of advertising - Brand awareness and brand attitude strategy
5	Traditional promotion(Chap.5)	<ul style="list-style-type: none"> - Basic types of promotion - Promotion to the consumer - Building brand attitude with consumer promotion
8	MIDTERM EXAM	
9	Traditional promotion(Chap.5)	<ul style="list-style-type: none"> - Trial versus repeat purchase objective for promotion - Promotion to the trade and retailer - Incentive promotion cost

10	New media and other IMC options(Chap.6)	<ul style="list-style-type: none"> - New media - Sponsorships and event marketing - Product placement - Packaging - Trade shows and fairs - Personal selling - Public relations - Buzz marketing
11	Direct marketing and channels marketing Message processing (Chap.7,8)	<ul style="list-style-type: none"> - The role of direct marketing in IMC - The role of channels marketing in IMC - Communication response sequence - Message processing responses - The role of memory
12	Creative execution (Chap.9)	<ul style="list-style-type: none"> - Gaining attention - Facilitating learning - Consistency in IMC executions - Specific creative tactics for brandawareness and brand attitude - Eliciting the correct emotionalresponse
13	Planning considerations (Chap.10)	<ul style="list-style-type: none"> - Communication objectives - Relative advertising versus promotionstrengths - Market characteristics that influence IMC effectiveness - Advantages of using advertising and promotion together
14	The IMC planning process(Chap. 11)	<ul style="list-style-type: none"> - Reviewing the marketing plan - Selecting a target audience - Determining how decisions are made - Message development
15	Finalizing and implementing the IMC plan(Chap 12)	<ul style="list-style-type: none"> - Finalizing the plan - Implementing the plan
16	FINAL EXAM	

Textbook(s)/References/Materials:
Textbook: Percy, L. (2008) Strategic integrated marketing communications. Elsevier
Supplementary References: Thill, J. V., Bovée, C. L., & Cross, A. (2002). Excellence in businesscommunication. PR Smith, P. R. (2011). MARKETING COMMUNICATIONS INTEGRATING OFFLINE AND ONLINE WITH SOCIAL MEDIA. Kogan Page.
Other Materials:-

Assessment		
Studies	Number	Contribution margin (%)
Attendance		
Lab		
Classroom and application performance grade	1	10
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework	1	10
Presentation	2	10
Projects		
Report		
Seminar		
Midterm Exam/Midterm Jury	1	20
General Exam / Final Jury	1	50
Total		100
Success Grade Contribution of Semester Studies		50
Success Grade Contribution of End of Term		50
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week): 16 x total course hours)	16	3	48
Laboratory			
Application			
Course-Specific Internship (if any)			
Field Study			
Study Time Out of Class	16	3	48
Presentation / Seminar Preparation	2	5	10
Projects			
Reports			
Homework	1	8	8
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	20	20
Preparation Period for the Final Exam / General Jury	1	30	30
Total Workload		(164/25 = 6,56)	164

Course' Contribution Level to Learning Outcomes						
Nu	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO 1	to understand just what is meant by integrated marketing communication or IMC					X
LO 2	to understand the role of IMC in building brands					X
LO 3	to understand the fundamental building blocks of IMC, the elements					X
	that go into building brands and strengthening companies.					
LO 4	to understand any option that makes sense given the IMC plan; and critically, is compatible with the processing requirements associated with the communication objective					X
LO 5	to understand deal specifically with how advertising and promotion should be used together to maximize effective IMC.					X

Relationship Between Course Learning Outcomes and Program Competencies (Department of Marketing)							
Nu	Program Competencies	Learning Outcomes					Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	
1	Understanding the formal and informal processes associated with a business structure	x		x	x		3
2	Evaluate a business on the basis of all functional units		x	x			4
3	To use analytical thinking effectively in the decisions taken for the problem solving process	x				x	2
4	Having a vision of self-improvement and learning		x		x		2
5	To carry out all activities within this framework, equipped with ethics		X				3
6	To analyze the cases encountered by doing research and studies individually and as a team within the organization.			X			1
7	To convey his thoughts and suggestions at the level of knowledge and skills he has acquired in the field of marketing to the relevant people in writing and orally					X	3
8	Developing effective and creative marketing mix strategies that will adapt to different market conditions and buyer types in national and international dimensions	x	x	x			3
9	To have the ability to interpret and analyze data, to identify problems and to suggest solutions by using the knowledge acquired in the field of marketing			x	x		2
10	To have sufficient awareness of the universality of social rights, social justice, quality and cultural values, environmental protection, occupational health and safety.		X				1
11	Evaluate the knowledge and skills gained by the marketing education with a critical perspective within the framework of the practices in business life.		x		X	x	3

12	To follow and correctly interpret the current trends developing within the framework of marketing	x	x		x	x	4
Total Effect							31

Policies and Procedures

Exams: The exam aims at assessing two dimensions of learning: knowledge of concepts and theories, and the ability to apply this knowledge to a real context and to present effectively to the audience.

To verify the first aspect, there is a written exam with open-ended questions and multiple choice text questions on the slides delivered by the teacher. To verify the second aspect, the exam involves the preparation and the presentation of a group work during the course.

The overall rating is the arithmetic mean of the results of the two audits.

Assignments: The assignments should be prepared in an article format. In this format the chapters will be like that: 1- Abstract 2- Introduction 3- Research Background and Literature review 4- Discussions and Implications 5- Conclusion. Scientific Research Ethic Rules are very important while you are preparing assignments. Every student should be careful about citing and references. No permission for applying "cut-copy-paste" behavior in your assignments. Read the literature which is about the topic than define it with your own sentences and cite it after you write your own sentences. You know that plagiarism is really an inexcusable scientific crime.

Missed exams: If any student misses any exam the student needs to bring official report to be able to have a second chance for make-up exam. No other excuse will be admitted.

Projects: The project studies should be performed with group studies. The teams/groups can be composed of three or four. The group leader should describe the works for each member. The groups will study their projects out of class hours. It will not be permitted for any project to be achieved with the support of others except from the project team.

Attendance: Each student should attend 70% of the class during the active term. If any student doesn't attend more than the determined rate he/she will be insufficient and will not have pass mark from the course/class.

Objections: Each student has to read the case/paper before the class will take place. In class will take place the discussion of the cases where students will present their analysis and engage in structured discussion. The goal is that students should apply principles and teachings received as well as test their analytical skills developed during the course.