

DEREE COLLEGE SYLLABUS FOR: MK 4468 INTEGRATED MARKETING COMMUNICATIONS CAMPAIGNS	
(Updated Fall 2021)	UK LEVEL 6 UK CREDITS: 15 US CREDITS: 3/0/3
PREREQUISITES:	MK 2030 Introduction to Marketing or MK 2030 Fundamentals of Marketing MK 3159 Consumer Behavior MK3135 Marketing Communications MK 3134 Brand Management
CATALOG DESCRIPTION:	Management of the IMC process. Planning for IMC. Integration of marketing communications tools/ techniques. Contribution of IMC to Brand Equity. Campaign Strategy. Customer Insights. Communication Objectives. Budgeting. Target Audience. Creative Strategy. Marketing Communications Mix and Media/ Touchpoints. Evaluation of IMC effectiveness. Presentation of the Pitch.
RATIONALE:	The concept of Integrated Marketing Communications (IMC) unifies all marketing communications tools/ techniques in order to send target audiences a consistent, persuasive message. In an era characterized by media and audience fragmentation and the frequent introduction of new tools and techniques for communicating with customers, forward-looking marketers increasingly appreciate the need of unifying all communication efforts, the strategic role of Integrated Marketing Communications (IMC), and its impact on brand equity. An IMC plan contributes to these goals by ensuring that all communication efforts serve the attainment of overall marketing objectives and are consistent with the overarching marketing strategy and brand positioning.
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Demonstrate understanding of the concept of Integrated Marketing Communications (IMC) and the activities entailed in the management of IMC as a process. 2. Critically evaluate current academic research on Integrated Marketing Communications (IMC). 3. Design appropriate Integrated Marketing Communications (IMC) strategies on the basis of a brand's marketing situation and customer insights. 4. Critically use knowledge to produce and creatively present an Integrated Marketing Communications (IMC) plan.

<p>METHOD OF TEACHING AND LEARNING:</p>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> ◆ Class lectures, interactive activities (class discussions, group work) and practical problems solved in class. ◆ Workshops and interactive sessions. ◆ Case discussions in class that stress IMC strategy and encourage discussion on key issues. ◆ Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions on lectures and project concerns. ◆ Use of Blackboard, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 										
<p>ASSESSMENT:</p>	<p>Summative:</p> <table border="1" data-bbox="623 716 1365 938"> <tr> <td>Midterm Exam (Essay Type, 1 hour)</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>Project (IMC Plan for a brand/ organization on the basis of a brief - Group Written Report 3,500-4,000 words 45% + Group Presentation 25%)</td> <td style="text-align: center;">70%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="623 1010 1365 1173"> <tr> <td>Formative exam/ Practice Questions</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Interim evaluation of projects (drafts)</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Formative Presentations</td> <td style="text-align: center;">0%</td> </tr> </table> <p>The formative assessments aim to prepare students for the examination and the project respectively. The Midterm Exam tests Learning Outcomes 1 and 2. The Group Project tests Learning Outcomes 2, 3 and 4.</p> <p>Students are required to resit failed assessments in this module.</p>	Midterm Exam (Essay Type, 1 hour)	30%	Project (IMC Plan for a brand/ organization on the basis of a brief - Group Written Report 3,500-4,000 words 45% + Group Presentation 25%)	70%	Formative exam/ Practice Questions	0%	Interim evaluation of projects (drafts)	0%	Formative Presentations	0%
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Interim evaluation of projects (drafts)	0%										
Formative Presentations	0%										
<p>INDICATIVE READING:</p>	<p>REQUIRED READING:</p> <p>Belch, G. E., & Belch, M. A. <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. Cengage/McGraw-Hill. Latest edition.</p> <p>RECOMMENDED READING:</p> <p>Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. <i>Journal of Marketing</i>, 80(6), 122-145.</p> <p>Blakeman, R. (2018). <i>Integrated marketing communication: creative strategy from idea to implementation</i>. Rowman & Littlefield.</p> <p>Bruhn, M., & Schnebelen, S. (2017). <i>Integrated marketing</i></p>										

	<p>communication—from an instrumental to a customer-centric perspective. <i>European journal of marketing</i>, 51(3), 464-489.</p> <p>Clow, K. E. (2016). <i>Integrated advertising, promotion, and marketing communications</i>. Pearson Education.</p> <p>Juska, J. M. (2017). <i>Integrated marketing communication: advertising and promotion in a digital world</i>. Routledge.</p> <p>Keller, K. L. (2016). Unlocking the power of integrated marketing communications: How integrated is your IMC program?. <i>Journal of Advertising</i>, 45(3), 286-301.</p> <p>Kitchen, P. J. (2017). Integrated marketing communications. Evolution, current status, future developments. <i>European Journal of Marketing</i>, 51(3), 394-405.</p> <p>Laurie, S., & Mortimer, K. (2019). How to achieve true integration: the impact of integrated marketing communication on the client/agency relationship. <i>Journal of Marketing Management</i>, 35(3-4), 231-252.</p> <p>Ots, M., & Nyilasy, G. (2017). Just doing it: theorising integrated marketing communications (IMC) practices. <i>European Journal of Marketing</i>, 51(3), 490-510.</p> <p>Šerić, M. (2017). Relationships between social Web, IMC and overall brand equity. <i>European Journal of Marketing</i>. 51(3), 646-667.</p> <p>Tafesse, W., & Kitchen, P. J. (2017). IMC—an integrative review. <i>International Journal of Advertising</i>, 36(2), 210-226.</p> <p>Vernuccio, M., Cesareo, L., Pastore, A., & Kitchen, P. J. (2021). Managerial and organizational perspectives on online–offline integration within integrated marketing communication: toward a holistic conceptual framework. <i>International Journal of Advertising</i>, 1–22.</p>
<p>INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)</p>	<p>N/A</p>
<p>COMMUNICATION REQUIREMENTS:</p>	<p>Use of appropriate academic conventions as applicable in oral and written communications</p>
<p>SOFTWARE REQUIREMENTS:</p>	<p>Word, Excel, PowerPoint</p>
<p>WWW RESOURCES:</p>	<p>www.aaaa.org www.ama.org www.canneslions.com www.eaca.org www.eede.gr www.ekpizo.gr</p>

	www.elam.gr www.ermisawards.gr www.europeanadvertisingacademy.org www.iab.com www.ipa.co.uk
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. IMC Conceptual frameworks 2. The strategic role of Integrated Marketing Communications 3. The contribution of Integrated Marketing Communications to brand equity 4. Managing and coordinating Integrated Marketing Communications efforts: Long-term and short-term considerations 5. The Integrated Marketing Communications Plan, Planning for IMC Campaigns 6. The role of the Situation Analysis in IMC Planning 7. Integrating Brands with Customers: Customer Insights 8. Identifying and Profiling Target Audiences 9. From Marketing Objectives to Communication Objectives 10. Budgeting for Integrated Marketing Communications 11. Creative Strategy 12. The Marketing Communications Mix and Media/ Touchpoints 13. Measuring IMC Effectiveness