



# **Faculty of Economics & Administrative Sciences**

**Department: Marketing**

## **COURSE SYLLABUS**

**Integrated Marketing Communication**

**Short Description**

**Student's Copy**

One copy of this course syllabus is provided to each student registered in this course. It should be kept secure and retained for future use.

## **I. Course Information**

1. Course Title : **Integrated Marketing Communication**
2. Course Code : 0405727
3. Credit Hours : 3
4. Prerequisite : None
5. Corequisite : None

## **2. Instructor Information**

1. Instructor :
2. Office :
3. Phone :
4. Email :
5. Office Hours :

## **3. Class Time and Place**

1. Class Days and Time:
2. Class Location :
3. Lab Days and Time : -----
4. Lab Location : -----

## **4. Course Policies**

University regulations are applied to this course, regarding Class Attendance; Punctuality, Exam, Makeup Exams; Absence with permission; Penalties for Cheating; and Policies for Assignment and Projects. Students Should be aware of all those in addition to other rules and regulations.

## **5. Resources**

### **Main Reference Text Book:**

George E. Belch & Michel A. Belch (2013), 'Advertising and promotion : An integrated marketing communications perspective, McGraw-hill Irwin, New York.

### **Additional Reference (s):**

## 6. Course Description and Purpose

**Course Description:** This course focuses on the concept and role of advertising, sales promotion, public relations, direct marketing, personal selling, word of mouth, and the rest of the promotional mix elements in supporting the overall marketing strategy. As well as how to build a comprehensive and integrated program for marketing communications using available communication tools, with a focus on measuring program results and promotional strategies.

## 7. Course Learning Outcomes

**Upon successful completion of this course, the learner should be able to:**

- A- Knowledge and understanding (students should):-**  
Understand the meaning and historical background of commercial promotion to the firms.
- B- Intellectual skills with ability to:-**  
Practice the different skills of the organizations during applying the advertisements and publicity of them marketing activities .
- C- Subject Specific Skills:**  
At the end of the course, students will be able to:  
Know and familiar with the techniques of personal selling and public relation of them jobs.
- C- Transferable skills – with ability to:-**  
Brain storming ,group discussion and problem solving for different companies.

## 8. Methods Of Teaching

The methods of instruction may include, but are not limited to:

1. Lectures
2. Discussion and problem solving
3. Brainstorming
4. Individual assignments
5. Case Study
6. Asking students to give a presentation in a specific subject or problem related to the course
7. Lecturing using PowerPoint Presentations, mixed with discussion with students
8. Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class.

## 9. Course Learning Assessment/Evaluation

The following methods of learning assessment will be used in this course:

	Assessment	Weight	Description
a	2 Tests - Mid Exam - Final Exam	10% 30% 40%	- Multiple choice questions - True/False - Short answers - Essay Questions - Problem solving - Explanations
b	Actives such as Quizzes	10%	- Multiple choices questions - True /False - Short answers - Problem solving
c	Assignments Research proposal	10%	- Asking students to prepare a term paper about a subject or a problem related to the course, and discuss it in the class
d	Presentations/participation	10%	- Student participation - Course portfolio
	Total	100%	

Note: The details for the above methods of assessment are presented below:

**(a) Tests**

Test	Weight %	CLO	Due Date
Mid	30%		
Final	40%		
Total	70%		

**(b) Quizzes**

Method+	Weight	CLO	Focus & Scope	Due Date
Case study	10			
Total				

Relevant CLO will be addressed based on selected topics, will be determined by the instructor according to his/her decision regarding emphasis on selected topics.

**(c) Assignments**

Assignment	Weight	CLO	Scope & Focus	Due Date
Assignments	10			

**(d) Participation**

Method	Weight	CLO	Focus & scope	Due Date
Participation& Presentation	10			
Total	10%			

All CLO's will be addressed in the students' participation, depending on the class and topic under consideration

## 10. Course Schedule/Calendar

Wk No.	Topic	Assignments/ workshops due date	Reference in the textbook	CLO
1,	Introduction to IMC			1
2,3	the role of IMC in the marketing process			2
3,4	organizing for adv and promoting			3
4	Perspective on Consumer behavior			4
6	▪ <b>Mid Exam</b>			
7	The communication process			5
8,9	Creative strategy			8
10,11	Media planning and strategy			10
12,13	Direct Marketing			14
14,15	Sales promotion, Public relation ,and Personal selling			16
16	<b>Final Test</b>			

### Special Equipment or Supplies