

Integrated Marketing Communication Design

Course Description

During the module, you explore the scope of marketing communications within the dynamic contextualized communication coexistence of digital and classical channels. More specifically, the module introduces key terms and concepts, current theories, and practices with a focus on the integration between digital and classical communication methods. Students are invited to explore the main factors that influence the success of marketing communications campaigns, and the main Marketing Communications theoretical framework, followed by a series of discussions and case studies. Furthermore, students will be gradually guided to explore specific communication campaigns, and to create recommendations with a focus on the planned and integrated perspectives within various marketing communication environments.

Learning Outcomes

Subject Specific Intellectual and Research Skills

Having successfully completed this module you will be able to:

- Evaluate and apply the complex principles of the marketing communication planning process.
- Analyze and present coherent recommendations of the kind that inform creative and effective marketing communications decisions.
- Review advanced integrated communication methods and formats for higher levels of engagement with the audience.

Transferable and Generic Skills

Having successfully completed this module you will be able to:

- Present complex ideas in various formats in a creative and effective manner.
- Demonstrate critical, analytical, non-linear, and creative thinking in evaluating marketing communication contexts.

Knowledge and Understanding

Having successfully completed this module, you will be able to demonstrate knowledge and understanding of:

- The evaluation of the main strengths and weaknesses for different marketing communications strategies and tools with ethical considerations within the overall marketing strategy.
- The scope and specificity of the marketing communications domain.
- The advanced value of the integrated marketing communication (IMC) perspective in a variety of classical and digital communication channels.

Topics

1 AN INTRODUCTION TO INTEGRATED MARKETING COMMUNICATIONS.

2 THE ROLE OF IMC IN THE MARKETING PROCESS .

5 THE COMMUNICATION PROCESS .

6 SOURCE, MESSAGE, AND CHANNEL FACTORS .

8 CREATIVE STRATEGY: PLANNING AND DEVELOPMENT .

9 MEDIA PLANNING AND STRATEGY .

10 DIRECT MARKETING.

11 THE INTERNET: DIGITAL AND SOCIAL MEDIA.

12 SALES PROMOTION.

13 PUBLIC RELATIONS, PUBLICITY, AND CORPORATE ADVERTISING .

14 PERSONAL SELLING (ONLINE ONLY).

Recommended Resource:

Advertising and Promotion: An Integrated Marketing Communications Perspective, by George Belch and Michael Belch.

