

# **MKT358 Integrated Marketing Communications**

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY JAN

## **Synopsis:**

MKT358 Integrated Marketing Communications integrates traditional advertising, public relations, direct marketing, promotions and new media platforms to apply an optimum mix of media and message strategies to motivate the target audience to make purchase. This course provides students with the knowledge of various methods by which organisations communicate with their markets, as well as an understanding of the analysis and design of integrated marketing communications programmes.

## **Topics:**

- Basic Principles of Advertising & Integrated Marketing Communications
- The Communication Process and Segmenting and Targeting the Audience
- Public Relations
- Direct Response Marketing
- Strategic Research and Planning
- Creativity and Effective Advertising
- Media Basics
- Paid Media
- Owned, Interactive, and Earned Media
- Media Planning and Negotiation
- Promotions
- Integrated Marketing Communications Practice and Evaluation

## **Textbooks:**

Sandra Moriarty, Nancy D Mitchell and William D. Wells: Advertising & IMC: Principles & Practice  
11 PEARSON  
ISBN-13: 9781292262147

**Learning Outcome:**

- Examine the factors, participants and planning process of an effective integrated marketing communications programme.
- Discuss objective setting for advertising and promotions and assess their functions.
- Appraise communications creativity and the importance of a creative strategy: involving planning, development, implementation and evaluation for the success of the promotional campaign.
- Develop a media plan and understand how a media strategy are developed, implemented and evaluated.
- Design the various elements of the promotional mix in view of an effective promotional strategy.
- Evaluate the relative effectiveness of various advertising media, including direct and Internet marketing, and explain how such effectiveness is measured.

**Assessment Strategies (Daytime Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	18
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	50
<b>Total</b>		<b>100</b>