



Course Specifications

Course Title:	INTEGRATED MARKETING COMMUNICATIONS
Course Code:	MKT-304
Program:	Bachelor of Science of Business Administration in Marketing [BSBA]
Department:	Department of Marketing
College:	College of Business Administration, Al Kharj
Institution:	 PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING (P.O. BOX 173, AL-KHARJ 11942,

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 6 th Level (Sem.) / II Year
4. Pre-requisites for this course (if any): MGT-201
5. Co-requisites for this course (if any): NONE

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	80
2	Blended	7	20
3	E-learning		
4	Distance learning		
5	Other		
	Total	42	100

7. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1	Lecture	35
2	Laboratory/Studio	
3	Tutorial	
4	Others (assignments, library, project work)	7
	Total	42

B. Course Objectives and Learning Outcomes

1. Course Description:

The course 'IMC' expounds on the various communication tools to be utilized in marketing a product or service by an MNC. It emphasizes the need for integration of all these tools for maximum impact on the target consumers both present and potential. The course also highlights the important factors in media selection and message strategies. The involvement of the internet along with print and electronic media has also become a vital ingredient in reaching consumers effectively. It also covers the monitoring and evaluation of the budget incurred in using traditional media channels, by measuring the effectiveness in terms of sales or brand awareness.

2. Course Main Objective:

To enhance the knowledge of the students about various marketing communication types and channels and how they are manipulated by the companies to reach their target audience effectively. To augment the details of advertising and accorded media channels. To gain an orientation of how different media platforms are integrated tactically to maximize the communication process effectiveness. The students should be able to design and employ an overall marketing communication strategy keeping in the mind the various factors at all levels of its implementation and control.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Explain the overall IMC Program with its elements and discuss the role of Ad Agencies as a key participant	
1.2	Plan how the company can effectively communicate with its target consumers while using the various tools of IMC	
1.3	Narrate the creativity adopted in advertising and rationality in media planning strategy	
1.4	Describe the role of support media in the overall IMC Program	
1.5	Elucidate the effect of the overall IMC Program through feedback and control techniques	
2	Skills :	
2.1	Interpret the IMC Planning Process in the context of the corporate image	
2.2	Take communication decisions regarding the use of various source, message, and channel factors	

CLOs		Aligned PLOs
2.3	Contrast the role of traditional media i.e. magazines, TV, Radio, and Newspaper	
2.4	Evaluate the support media other than advertising such as sales promotion, public relations, direct marketing, and personal selling	
2.5	Appraise the social, ethical, and economic concerns of promotion through Advertising and other channels	
3	Values:	
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.	

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to Integrated Marketing communications and IMC program Analysis: Introduction to Integrated Marketing Communications - IMC planning process – Role of Ad Agencies and other Marketing communications organizations. Perspectives on Consumer Behaviour	9

2	Analysis of the Communication Process & Objectives and Budgeting for Integrated Marketing Communications programs: Analysis of the Communication process – Source, Message, and Channel factors. Establishing objectives and Budgeting.	8
3	Developing the Integrated Marketing Communications Program I: Creative Strategy – Planning & Development – Implementation and Evaluation – Media Planning and Strategy – Evaluation of media – Role of Magazines and Newspaper	9
4	Developing the Integrated Marketing Communications Program I: Evaluation of Support Media -Direct Marketing – The Internet and Interactive Media – Sales Promotion – Public Relations, Publicity and Corporate Advertising – Personal selling	9
5	Monitoring, Evaluation, and Control: Measuring Advertising effectiveness – Measuring the effectiveness of other program elements – International Advertising and promotion – Regulation of Advertising and Promotion – Evaluation of Social, Ethical, and Economic aspects of Advertising and Promotion	7
Total		42

D. Teaching and Assessment

1. Alignment, of Course, Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Explain the overall IMC Program with its elements and discuss the role of Ad Agencies as a key participant	Lectures, Use of Slides, Providing Text-book or Journal material, and Use of Black-board technology by uploading content	Quiz, Mid-Terms, Final Exams, Individual or Group Presentations in Class, and Evaluation of Home Assignments
1.2	Plan how the company can effectively communicate with its target consumers while using the various tools of IMC		
1.3	Narrate the creativity adopted in advertising and rationality in media planning strategy		
1.4	Describe the role of support media in the		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	overall IMC Program		
1.5	Elucidate the effect of the overall IMC Program through feedback and control techniques		
2.0	Skills		
2.1	Interpret the IMC Planning Process in the context of the corporate image	Lecture-Demonstration through diagrams, figures & graphs, Open Text Book Study, Case Study, Library Research and Mini-Project	Quiz, Mid-Terms, Final Exams, Individual or Group Presentations in Class, Field Trips, and Evaluation of Mini-Project & Home Assignments
2.2	Take communication decisions regarding the use of various source, message, and channel factors		
2.3	Contrast the role of traditional media i.e. magazines, TV, Radio, and Newspaper		
2.4	Evaluate the support media other than advertising such as sales promotion, public relations, direct marketing, and personal selling		
2.5	Appraise the social, ethical, and economic concerns of promotion through Advertising and other channels		
3.0	Values		
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	Role-playing, Brain Storming, Debate, Product Demonstration, and Student Panel Activities	Observations (Indirect) of Class Behavior, Participation & Discussion, and Constructing Exhibits & Charts
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	conditions, safety measures, and warranties. Transparency should be maintained on the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.		
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes (best of two)	3 rd , 6 th ,	10%
2	Mid Terms (two)	4 th , 8 th	30%
3	Class Participation (presentation & discussion of mini-projects, case study & assignments, etc.)	7 th , 9 th	10%
4	Final Examination	After completion of the 10 th Week	50%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for the availability of faculty and teaching staff for individual student consultations and academic advice :

Office Hours: 6 hours per week

F. Learning Resources and Facilities

1. Learning Resources

<p>Required Textbooks</p>	<ul style="list-style-type: none"> • George E Belch, Michael A Belch, (2010), “<i>Advertising and promotion: An Integrated Marketing Communications perspective</i>”, McGraw-Hill, 10ed.....MOST PREFERRED • Kenneth E. Clow and Donald Baack, (2014), <i>Integrated Advertising, Promotion, and Marketing Communications</i>, Pearson, 6ed
<p>Essential References Materials</p>	<ul style="list-style-type: none"> • Terrence A Shimp, (2010) “ <i>Advertising Promotion and Other Aspects of Integrated Marketing Communications</i>”, Cengage Learning, 8ed • Blythe, J.(2006), “<i>Essentials of Marketing Communications</i>”, London: Prentice Hill, 3rd ed • Egan John,(2007), “<i>Marketing Communications: Interactivity, communities</i>”, Thomson Learning UK, 1st ed
<p>Electronic Materials</p>	<ul style="list-style-type: none"> • http://faculty.psau.edu.sa (black-board) • https://www.slideshare.net/ • http://sk.sagepub.com/reference/communication/n90.xml • https://onlinelibrary.wiley.com • www.ogilvy.com • www.citeulike.org/journal • www.ijimc.com
<p>Other Learning Materials</p>	<p>Relevant videos cases and websites of service-oriented companies in KSA</p>

2. Facilities Required

Item	Resources
<p>Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)</p>	<p>Lecture room with a capacity of at least 30 seats/group and 4-groups required</p>
<p>Technology Resources (AV, data show, Smart Board, software, etc.)</p>	<p>Smart Board with Internet Facility as well as one PC for each student, depending on the class-size</p>
<p>Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)</p>	<p>N/A</p>

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	