

University of Arkansas – Fort Smith
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General Syllabus

MKTG 30363 Integrated Marketing Communications

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: MKTG 34303 Principles of Marketing Management and admissions to the College of Business or consent of instructor

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Emphasizes the role of advertising and other promotional mix elements in the integrated marketing communications program (IMC) of an organization. Attention is given to the various IMC tools used in contemporary marketing including advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Exhibit a working knowledge of integrated marketing communication principles and concepts.
2. Demonstrate the ability to plan, implement and evaluate integrated marketing communications programs.
3. Analyze the social, ethical and regulatory environment in the areas of advertising, promotion and public relations.

B. University Learning Outcomes

This course enhances student abilities in the following areas:

Analytical Skills

Critical Thinking Skills - Students will use critical thinking skills to identify problems/issues facing customers and develop solutions/analysis.

III. Major Course Topics

1. The Role of IMC in the Marketing Process
2. Establishing Objectives and Budgeting
3. Creative Strategy: Planning and Development
4. Creative Strategy: Implementation and Evaluation
5. Media Planning and Strategy
6. Evaluation of Print Media
7. Evaluation of Broadcast Media
8. Public Relations, Publicity, and Corporate Advertising
9. The Internet and Interactive Media
10. Direct Marketing
11. Sales Promotion
12. Support Media
13. Regulation of Advertising and Promotion