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| Course Title | INTEGRATED MARKETING COMMUNICATION |
| Course Code | MKT 212 |
| Course Purpose and Objectives | The purpose of this course is to educate students on the value and effectiveness of marketing communications. The different marketing tools are introduced and they are connected to business practices. The course also educates students about the value and effectiveness of marketing communication tools. Students will also be able to explain the effectiveness of the marketing and public relation techniques. |
| Learning Outcomes | <ol style="list-style-type: none"> 1. Identify alternative marketing techniques that can be used in marketing communication. 2. Explain the importance of promoting the business image for marketing communication. 3. Define how to set communication objectives. 4. Explain the role of database driven marketing in communication. 5. Construct evaluations for integrated marketing campaigns. |
| Course Content | <ul style="list-style-type: none"> • An Introduction of Integrated Marketing Communications • Organizing for Advertising and Promotion • Perspectives on Consumer Behaviour • The Communication Process • Creative Strategy • Mobile Media Marketing • Internet marketing and social media • Sales Promotion • Public Relations • Implementation and Evaluation |