

Course Title	MARKETING COMMUNICATIONS
Course Code	MKT 411
Course Purpose and Objectives	The purpose of this course is to provide a comprehensive knowledge of the integrated marketing communication programme a firm can design to reach and influence its target customers. A focus is put on the need to use and examine communication tools to achieve differentiation and effective positioning in a world of immense competition. Students will apply different communication tools and integrate them in order to design and execute a marketing communication campaign.
Learning Outcomes	<ol style="list-style-type: none"> 1. Implement and measure marketing communication objectives. 2. Analyze the issues involved in each phase of the communication process. 3. Apply methodological tools in promotion mix decisions and examine their limitations. 4. Compare strategies available for integrated marketing communication campaigns. 5. Examine real case studies of companies' integrated marketing communications programmes.
Course Content	<ul style="list-style-type: none"> • IMC and promotions • IMC campaign • Creative strategy • Media strategy • Advertising research and evaluation • Integrated communications strategy