



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Integrated Marketing Communication	Approved by SPC 2024-09-30

Academic staff	Core academic unit(s)
Coordinating: Morana Fuduric, Ph. D. Other:	Faculty of Economics and Business Administration

Study cycle	Type of the course unit
Second	Compulsory

Mode of delivery	Semester or period when it is delivered	Language of instruction
Face to face	Autumn semester	English

Requisites	
Prerequisites: Knowledge in the field of Models of consumer behavior and measurement	Co-requisites (if relevant): -

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	32	98

Purpose of the course unit		
The aim of the course "Integrated Marketing Communications" (IMC) is to assist students in developing a) skills to create a coherent IMC plan, b) abilities to plan market research for IMC by choosing the most appropriate research methods, c) abilities to critically evaluate the influence of marketing communication tools on consumer behavior.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Create an integrated marketing communications (IMC) plan and program.	Problem-based teaching, inclass discussions, case study analysis, preparation of individual and group assignments.	Quizzes, case study analysis, individual and group assignments, in-class discussions, final exam.
Identify and select research methods for IMC and understand the applicability/suitability of different methods for IMC.		
Evaluate suitability of decisions and activities in IMC.		
Understand specifics of IMC for social media communication.		
Select suitable metrics/indicators of IMC activities.		

Content	Contact hours								Individual work: time and assignments	
	E-learning	Lectures	Seminars	Workshops	Laboratory work	Internship	Tutorials	Contact hours, total	Individual work	Tasks for individual work
1. Course introduction. Introduction to integrated marketing communication: definition, role and key processes.		2	2					4	10	Readings: 1. Course syllabus, 2. Belch & Belch (Ch. 1, 2, 5, 6) 3. Keller (2016) 4. Tafesse, W., & Kitchen, P. J. (2017) 5. Laurie, S., & Mortimer, K. (2011) 6. Agostino Vollero, Don E. Schultz & Alfonso Siano (2019) Mini project: form groups In-class assignment: IMC brief
2. IMC planning process (1): situation analysis and market research for marketing Communication.		2	2					4	20	Readings: 1. Belch & Belch (Ch. 3, 4) In-class assignment: situation analysis and cluster analysis for segmentation and targeting Quiz.
3. IMC planning process (2): determining the communication objectives and budget 4. IMC planning process (3): creative and media strategy.		2	2					4	12	Readings: 1. Belch & Belch (Ch. 7)
5. IMC planning process (4): Promotional elements selection: Advertising, Sales promotions, and Public relations.		2	2					4	12	Readings: 1. Belch & Belch (Ch. 8-10) Mini project: group formation and topic selection deadline Case study assignment
6. IMC planning process (5): Promotional elements selection: Personal selling, Direct marketing, and Social media.		4	4					8	18	Readings: 1. Belch & Belch (Ch. 11-13) Case study analysis. Readings: 1. Belch & Belch (Ch. 17)
7. IMC planning process (6): Evaluation and control		2	2					4	16	Readings: 1. Belch & Belch (Ch. 14, 15) 2. Floreddu, P. B., & Cabiddu, F. (2016) Case study analysis. Quiz
8. Mini project: project submission and presentations.		2	2					4	10	Readings

										1. Belch & Belch (Ch. 18) 2. Barger, V. A., & Labrecque, L. (2013) Extra credit assignment (optional)
Total		16	16					32	98	

Assessment strategy	Weight %	Deadline	Assessment criteria
Individual/team tasks	50%	Seminars	20% Mini project, 30% Case study analysis and assignments
Final test (exam)	50%	After the course	Mixed format questions (simple multiple-choice, scenario-based multiple-choice questions). To pass the final test (exam) and the course, the students need to obtain a minimum of 50% of points.
External retake of the subject is not allowed.			

Author (-s)	Publishing year	Title	Number or volume of the periodical; Publishing House	Link to an electronic resource
Required reading				
Belch, G.E. & Belch, M.A.	2014	Advertising and Promotion: An Integrated Marketing Communications Perspective	10th ed	McGraw Hill Education ISBN-13: 978-0078028977 ISBN-10: 0078028973
Kevin Lane Keller	2016	Unlocking the Power of Integrated Marketing Communications: How Integrated Is Your IMC Program?	Journal of Advertising, 45 (3), 286-301	https://doi.org/10.1080/00913367.2016.1204967
Tafesse, W., & Kitchen, P. J.	2017	IMC—an integrative review	International Journal of Advertising, 36(2), 210-226	https://doi.org/10.1080/02650487.2015.1114168
Laurie, S., & Mortimer, K.	2011	'IMC is dead. Long live IMC': Academics' versus practitioners' views	Journal of Marketing Management, 27(13-14), 1464-1478.	https://doi.org/10.1080/0267257X.2011.627367
Floreddu, P. B., & Cabiddu, F.	2016	Social media communication strategies	Journal of Services Marketing. 30(5), 490-503	https://doi.org/10.1108/JSM-01-2015-0036
Agostino Vollero, Don E. Schultz & Alfonso Siano	2019	IMC in digitally-empowering contexts: the emerging role of negotiated brands	International Journal of Advertising, 38 (3), 428-449	https://doi.org/10.1080/02650487.2018.1535221
Barger, V. A., & Labrecque, L.	2013	An Integrated Marketing Communications Perspective on Social Media Metrics	International Journal of Integrated Marketing Communications, Spring	Available at SSRN: https://ssrn.com/abstract=2280132
Recommended reading				
Batra, R. & Keller, K.L.	2016	Integrating Marketing Communications: New Findings, New Lessons, and New	Journal of Marketing, 80 (6), 122-145	https://www.ama.org/publications/JournalOfMarketing/Documents/jm.15.0419-integrating-

		Ideas		marketing-communications.pdf
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