



## AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		New Approaches to Integrated Marketing Communication							
Course Code		HİRY507		Couse Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	125 ( <i>Hours</i> )	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		It enables students to understand the role of integrated Marketing Communication (IMC) in the marketing mix.							
Course Content		The course emphasizes the role of advertising and other promotional tools in an organization's IMC program to achieve effective marketing campaigns based on market segmentation and target markets, within defined time, cost parameters, and in line with clear objectives.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Project Based Study					
Name of Lecturer(s)									

### Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

### Recommended or Required Reading

1	Advertising and promotion : an integrated marketing communications perspective /? George E. Belch &? Michael A. Belch. New York, N.Y. ; London : McGraw-Hill/?Irwin, c2004.
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Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to integrated marketing communication and its role in marketing process
2	Theoretical	Marketing concept and components
3	Theoretical	Branding and Promotion
4	Theoretical	Communication process
5	Theoretical	Perspectives of consumer behavior and attitude change
6	Theoretical	Advertising and IMC
7	Intermediate Exam	mid term exam
8	Theoretical	PR and IMC
9	Theoretical	Personal Sales and Direct Sales
10	Theoretical	Point of Sale (POP) and Commercial Sales Promotions
11	Theoretical	IMC Campaign Cases
12	Practice	student presentations
13	Practice	student presentations
14	Final Exam	final exam

### Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	2	3	65
Midterm Examination	1	29	1	30
Final Examination	1	29	1	30
Total Workload (Hours)				125
[Total Workload (Hours) / 25*] = ECTS				5

\*25 hour workload is accepted as 1 ECTS

### Learning Outcomes

1	Students will learn how integrated marketing communication overlaps with marketing mix.
2	Students will learn how a communication process overlaps and operates with consumer behavior in the decision-making process of the consumer.



3	Students learn general marketing process, communication theory and processes, marketing communication tools, consumer information.
4	Students examine the process of planning, developing, implementing and measuring integrated marketing communications programs.
5	Students become aware of the link between marketing communication tools and learn how to effectively use each one individually or integrated.

**Programme Outcomes** (*Public Relations and Advertising Master*)

1	Students will be able to examine the cultural aspects of communication and conduct academic studies on it.
2	Be able to handle the message strategy in the institutional framework
3	Have knowledge about the principles of advertising, marketing principles of multimedia, internet and mobile communication.
4	Basic methods of planning and evaluation of advertising campaigns
5	Ability to interpret advertising and other marketing communications efforts
6	Gains ability in brand, brand image, brand creation and brand equity. Integrated marketing management and strategic role
7	Strategy for distribution channels, retailing and point of purchase
8	Strategy for distribution channels, retailing and point of purchase
9	Characteristics of scientific research and social phenomena
10	Creative thinking and advertising writing and related process

**Contribution of Learning Outcomes to Programme Outcomes** 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1	5	4	5	4	5
P2	5	4	5	4	5
P3	5	5	5	4	4
P4	5	4	5	4	5
P5	5	4	5	5	5
P6	5	5	5	4	5
P7	5	5	5	5	5
P8	5	4	5	5	5
P9	5		5	5	5
P10	5	4	5	5	5

