

Course: MKTG 6078 Integrated Marketing Communications
Credits: 4 credits
Prerequisites: MBA 6210

Description

This course is designed for students who may not have much prior experience in advertising and sales promotions, however, either their career plans involve making marketing communication decisions, or they are basically interested in understanding how marketing communications work.

Objectives

The basic objectives of this course are:

- to increase understanding of the important issues in planning and evaluating integrated marketing communication campaigns and
- to provide the appropriate theories, models and other tools to make better marketing communication decisions.

Participants will form an “agency team” consisting of 3 to 4 members. Some of the exercises and assignments will be completed with the agency team.

Learning Outcomes

This course will provide students with a better appreciation of the marketing communications decisions by equipping them with tools to understand and evaluate the options available in this area. In other words, it will enable them to ask the “right” questions and focus on the “critical” issues when interfacing with the various agencies and specialists (e.g., ad agencies, promotional agencies, and public relations firms) involved in marketing communications. For instance, it is likely to be helpful when they are involved in the decision of hiring an ad agency, planning an ad campaign, making decisions about sales promotions and/or attempting to understand their effects on product sales as well as in working with advertising people within their company.