



University of Management and Technology

School of Business and Economics

Course Title: Integrated Marketing Communications
Course Code: MK-673
Resource Person: Zeeshan Shaukat
Department: Marketing

SBE Vision

SBE envisions its success in the sustainable contribution that it will make to the industry, academia and research in public and private sector. SBE will lead by providing professionally competent and ethically conscious human resources engaged in the global and local context to foster socio-economic growth and sustainability for the society. SBE envisages having faculty with high research potential and a deep desire for cutting edge research including collaboration with national and international partners.

SBE Mission

Being a research-oriented and student-centric business school, we emphasize research publications in impact journals as well as state-of -the-art learning methodologies. We will prepare our students to become the future ethical business leaders and the guiding post for the society, while equipping them with the knowledge and skills required by world-class professionals. We will be the leading choice for organizations seeking highly talented human resource. SBE will foster internationalization with key stakeholders and actively work to exchange best practices with business schools across Pakistan through collaborations, workshops, conferences and other means.

Program Objectives of MBA

- To hone participants' abilities through a well-developed and diversified program designed to equip graduates with essential leadership skills.
- To develop participants' expertise in order to increase their resourcefulness in better decision-making.
- To prepare participants for steering an organization through the difficult and turbulent global and domestic environment and enable the development of an implementable strategic business plan that not only addresses the financial but social and environmental issues as well.
- To produce students who have well-rounded entrepreneurial skills - who not only have great ideas, but can also make things happen by starting their own ventures.
- To enhance the proficiency of the students and groom them to deal with the complex business situations.

Course Objectives

Marketing provides the interface between the customer and the firm in which the customer has become pivotal to the success of business activities. The marketer role is to develop an understanding of the customer and then use a variety of tools to design, promote and deliver sustainable marketing strategies. New media i.e. digital is influencing consumers and businesses. Relationship building has become a major commitment for many organizations to retain customer loyalties. The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning. Topics: the role of integrated marketing communications, organizing for advertising and promotion, consumer behavior perspective, the communication process, promotional objectives and budgets, creative strategy, media planning and strategy, broadcast/print & support media, direct marketing, sales promotions, PR and publicity, personal selling, international promotion, business-to-business promotions, and regulations and ethics.

Learning Objectives

After successfully completing this course, students will be able to:

1. Apply the key terms, definitions, and concepts used in integrated marketing communications.
2. Conduct and evaluate marketing research and apply these findings to develop competitive and positioning strategies and to select the target audience(s) for the IMC campaign plan.
3. Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy.
4. Choose a marketing communications mix to achieve the communications and behavioral objectives of the IMC campaign plan.
5. Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
6. Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization.
7. Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.

Learning Outcomes

By the end of this course students should be able to:

1. Quickly understand a company and its marketing communications activities
2. Present a brief verbal presentation (tutorial discussion)
3. Thoroughly describe a range of media and methods available to marketers
4. Develop a clearly thought out Communications Audit
5. Clearly argue a point of view regarding marketing communications
6. Demonstrate a comprehensive understanding of Marketing Communications theories and concepts
7. Show that you're thinking like a marketer
8. Prepare a Marketing Communication Brief for creative

Teaching Methodology (List methodologies used –example are given below)

Text book, handout/course-pack, reading materials (cases and magazine articles etc.), discussions, class activities, presentations, skill development exercises, quizzes etc.

STUDENTS ARE REQUIRED TO READ AND UNDERSTAND ALL ITEMS OUTLINED IN THE PARTICIPANT HANDBOOK

Class Policy:-

- **Be On Time**

You need to be at class at the assigned time. After 10 minutes past the assigned time, you will be marked absent.

- **Mobile Policy**

TURN OFF YOUR MOBILE PHONE! It is unprofessional to be texting or otherwise.

- **Email Policy**

READ YOUR EMAILS! You are responsible if you miss a deadline because you did not read your email. Participants should regularly check their university emails accounts regularly and respond accordingly.

- **Class Attendance Policy**

A minimum of 80% attendance is required for a participant to be eligible to sit in the final examination. Being sick and going to weddings are absences and will not be counted as present. You have the opportunity to use 6 absences out of 30 classes. Participants with less than 80% of attendance in a course will be given grade 'F' (Fail) and will not be allowed to take end term exams. International students who will be leaving for visa during semester should not use any days off except for visa trip. Otherwise they could reach short attendance.

- **Withdraw Policy**

Students may withdraw from a course till the end of the 12th week of the semester. Consequently, grade W will be awarded to the student which shall have no impact on the calculation of the GPA of the student. A Student withdrawing after the 12th week shall be automatically awarded "F" grade which shall count in the GPA.

- **Moodle**

UMT –LMS (Moodle) is an Open Source Course Management System (CMS), also known as a learning Management System (LMS). Participants should regularly visit the course website on MOODLE Course Management system, and fully benefit from its capabilities. If you are facing any problem using moodle, visit <http://oit.umd.edu.pk/moodle>. For further query send your queries to moodle@umd.edu.pk

- **Harassment Policy**

Sexual or any other harassment is prohibited and is constituted as punishable offence. Sexual or any other harassment of any participant will not be tolerated. All actions categorized as sexual or any other harassment when done physically or verbally would also be considered as sexual harassment when done using electronic media such as computers, mobiles, internet, emails etc.

- **Use of Unfair Means/Honesty Policy**

Any participant found using unfair means or assisting another participant during a class test/quiz, assignments or examination would be liable to disciplinary action.

- **Plagiarism Policy**

All students are required to attach a “Turnitin” report on every assignment, big or small. Any student who attempts to bypass “Turnitin” will receive “F” grade which will count towards the CGPA. The participants submit the plagiarism report to the resource person with every assignment, report, project, thesis etc. If student attempts to cheat “Turnitin”, he/she will receive a second “F” that will count towards the CGPA. There are special rules on plagiarism for final reports etc. all outlined in your handbook.

- **Communication of Results**

The results of quizzes, midterms and assignments are communicated to the participants during the semester and answer books are returned to them. It is the responsibility of the course instructor to keep the participants informed about his/her progress during the semester. The course instructor will inform a participant at least one week before the final examination related to his or her performance in the course.

Course Outline

Course code: **MK-673**

Course title: **Integrated Marketing Communications**

Program	Graduate
Credit Hours	3
Duration	15-weeks
Prerequisites (If any)	Marketing Core Courses
Resource Person Name and Email	Zeeshan Shaukat zeeshan.shaukat@umt.edu.pk

Counseling Timing	Meeting can be set up through email or phone.
Contact no.	0322-4446859
Web Links:- (Face book, Linked In, Google Groups, Other platforms)	

Chairman/Director Program signature.....Date.....

Dean's signature.....Date.....

Grade Evaluation Criteria

Following is the criteria for the distribution of marks to evaluate final grade in a semester.

Marks Evaluation

Marks in percentage

Assignments/Activities	25%
Articles/Cases	15%
Project	25%
Presentations	30%
Class Participation	05%
Total	100%

Recommended Text Books:

Belch, Belch, Kerr and Powell, (2012) 2nd Edition, Advertising and Promotion: An Integrated Marketing Communication Perspective, McGraw-Hill, Sydney

Duncan, T. IMC, using advertising and promotion to build brands, International Edition, Irwin McGraw-Hill. Australia, Sydney (2003)

Rix, Buss & Herford. Selling, a consultative approach, 2nd Edition, Irwin McGraw-Hill. Australia, Sydney. (2001)

Wells, Burnett & Moriarty. Advertising principles and practices, 6th Edition, Prentice Hall. Australia, Melbourne. (2003)

Reference Books:

Helpful sites: <http://www.quickmba.com/>, <http://www.atkinson.yorku.ca/~lripley/imsyllabus.htm#x>

Course: -----

-Course code: -----Book: -----

No	Topics to be covered in the course	Learning Objective of this topic	Expected Outcomes from Students	Teaching Method	Assessment Criteria	Deadlines and Homework
1	What is IMC?	Identify the importance of Marketing and IMC	Know where integrated marketing tools fit into the marketing mix	Lecture/ Discussion	n/a	n/a
2	Context of Marketing Communications	Understanding the different marketing tools and processes	Identify tools for approaching consumer & organizational buyers	Lecture/ Discussion & Case	Asg#1: Case 1	1-week
3	Integrated marketing communication: how marketing communication evolved	Evolution of IMC tools and its integration into marketing plan	Understanding marketing dynamics and IMC over the years	Lecture/ Discussion & Case		
4	Digital media and consumer empowerment	Appreciate why digital channels are the future	Understanding digital media marketing and its impact	Lecture/ Discussion & Case	Asg#2: Case 2	1-week
5	Social media and engagement	Impact of social media on strategy	Identify strategies and platforms for improved social media output	Lecture/ Discussion & Case		
6	understanding how market communication might influence consumer behavior	Identifying Consumer Touch Points	Understanding the importance of CRM and value	Lecture/ Discussion & Case	Asg#3: Case 3	1-week
7	Branding and building	Understanding Brand Communications	Understand and design brand elements	Lecture/ Discussion & Case		

	relationships					
8	Planning for IMC	IMC plan based on brand type and consumer type	Understand pros and cons of each IMC tool		MID-TERM	
9	Establishing objectives and budgeting for the IMC program	Planning for New Campaigns	Key understanding of product objectives and budget determination	Lecture/ Discussion & Case	Asg#4: Case 4	1-week
10	Message strategy and execution	Execution Strategies	Design message according to the brand mantra	Lecture/ Discussion & Case		
11	Media strategy and choices	Strategic role of Media	Understand how media influence the strategy	Lecture/ Discussion & Case		1-week
12	Measuring the effectiveness of the IMC program	Understanding the promotion, advertising and sales promotion intermingle with each other as strategy	How promotional strategies, advertising strategies and sales strategies work in Pakistani as well as international context	Lecture/ Discussion & Case	Asg#5 Case 5	1-week
13	Direct marketing and personal selling	Developing and implementing Sales Force Strategy, Internet Strategy and Direct Marketing Strategy	Understanding the implication of Sales Force Strategy, Internet Strategy and Direct Marketing Strategy in Pakistani and International context	Lecture/ Discussion & Case		1-week
14	Sales promotion, PR and Publicity	Optimal use of PR, Publicity and SP	Application of PR, Publicity and SP	Lecture/ Discussion & Case		
15	Project Presentations				Project Presentation	