

COURSE OUTLINE

1. GENERAL

SCHOOL	ADMINISTRATIVE ECONOMIC AND SOCIAL SCIENCES		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	MARKETING & COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	83-Y2-MKT8	SEMESTER OF STUDY	8th
COURSE TITLE	INTEGRATED MARKETING COMMUNICATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		3	5
COURSE UNIT TYPE	Compulsory in Specialization		
PREREQUISITES :	---		
LANGUAGE OF INSTRUCTION/EXAMS:	ENGLISH		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)			

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course is intended to familiarize students with the basic theoretical concepts and approaches of Marketing Communications. On completion of this module the students should be able to:</p> <ul style="list-style-type: none"> • Determine promotional objectives, explain positioning and suggest ways in which offerings can be positioned in different markets. • Formulate marketing communications strategies and plans. • Determine specific communication activities based upon knowledge of the key characteristics of the target audience. In particular, they will be able to suggest how knowledge of perception and attitude, levels of perceived risk and involvement can impact upon marketing and corporate communications. • Select, integrate and justify appropriate promotional mixes to meet the needs of the marketing communication strategies. • Be aware of the impact and contribution technology makes to marketing communications.
General Skills
<ul style="list-style-type: none"> - Individual work - Work in an international environment

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ol style="list-style-type: none"> 1. Intro to Marketing Communications 2. Brand Management 3. Buyer Behaviors 4. The IMC Planning Process 5. Advertising Campaign Management 6. Advertising Design

- 7. Traditional Media Channels
- 8. Digital Marketing
- 9. Social Media
- 10. Alternative Marketing
- 11. Database and Direct Response Marketing and Personal Selling
- 12. Sales Promotions
- 13. Public Relations and Sponsorship Programs

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of University of West Attica (E-class)	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Presentation of Individual Project/class discussions	26
	Preparation of Individual Project	20
	Independent and Directed Learning	40
	Total	125
ASSESSMENT METHODS	<p>I. Final Examination (70%) (Summative Evaluation) includes: Multiple choice questions and/or true-false questions <u>Evaluation Objective</u>: To understand the fundamentals of the course. <u>Evaluation Criteria</u>: Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Individual Project (30%) (Summative Evaluation) includes: - written work - presentation <u>Evaluation Objective</u>: To examine students' skills and to enhance students' presentation skills. <u>Evaluation Criteria</u>: Degree of specifications' satisfaction, Categorization-organization-adaptation of material, structure and clarity of written text, organization and management of individual project and presentation.</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Book (latest editions of):

- Clow, K. & Baack, D. Integrated Advertising, Promotion and Marketing Communications, Pearson Education.
- Fill, C. & Turnbull, S. Marketing Communications: touchpoints, sharing and disruption. Pearson Education.
- Keller, K. L., Apéria, T., & Georgson, M. Strategic brand management: A European perspective. Pearson Education.

Journals:

- Journal of Interactive Marketing <https://www.journals.elsevier.com/journal-of-interactive-marketing>
- Journal of Marketing Communications <https://www.tandfonline.com/loi/rjmc20>
- Journal of Advertising Research <http://www.journalofadvertisingresearch.com/>
- European Journal of Marketing <https://www.emerald.com/insight/publication/issn/0309-0566>

- Journal of Advertising <https://www.jstor.org/journal/jadve>
- Journal of Marketing Management <https://www.tandfonline.com/toc/rjmm20/current>
- Journal of Retailing and Consumer Services <https://www.journals.elsevier.com/journal-of-retailing-and-consumer-services>