

**Daffodil International University**  
**Faculty of Business and Entrepreneurship**  
**BBA program**

**COURSE OUTLINE – Integrated Marketing Communication**

**Part A- Introduction**

**I. Course Code and Title : MKT-405 Integrated Marketing Communication**

**II. Credit : 3 credit hours**

**1. Course Summary**

This course Introduces the student to the field of integrated marketing communications (IMC) and its role in the marketing mix. Emphasis is placed on understanding the role for advertising and other promotional tools in the IMC program of an organization to achieve effective marketing campaigns based on clear objectives, market segmentation and target marketing, within established time and cost parameters.

The development of an IMC program requires an understanding of the overall marketing process, communications theory and processes, marketing communications tools, consumer behavior, and marketing communications organization structures and operations.

This course will examine the process by which integrated marketing communications programs are planned, developed, executed and measured.

**2. Course Objectives**

This course is designed to provide a more in-depth understanding of marketing communications. Upon successful completion of this course, students will be able to

1. Identify and understand the major components of IMC and be familiar with prospects and constraints of each of them
2. Understand how IMC is being used by professionals in the market
3. Develop an IMC plan
4. Attain required skills to analyze actual business situations

**3. Course Learning Outcomes: at the end of the Course, the Student will be able to-**

CLO 1	Identify and understand the major components of IMC
CLO 2	Understand different non traditional marketing
CLO 3	Understand Advantages and limitations of Different Media
CLO 4	Understand Different types of advertising appeals and advertising styles

CLO 5	Basic terms and concepts in media planning, different scheduling techniques, reach vs. Frequency, Different media planning strategies
CLO5	Understand considerations involved in selecting a source or communicator of a promotional message

#### 4. Mapping/Alignment of CLOs with Program Learning Outcomes (PLO)

PLO/ CLO	BBA PLOs										
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9	PLO10	PLO11
CLO1	X					X					
CLO2								X	X		
CLO3					X	X				X	
CLO4			X			X				X	
CLO5			X				X		X		

### Part B- Content of the Course

#### 5. Topics to be covered/Content of the course-

Topics	Specific Outcome(s)	Time Frame	Suggested Activities	Teaching Strategy(s)	Alignment with CLO
Introduction to IMC What is marketing, the marketing mix, promotional mix: tools for IMC	• Introduce the concept of IMC, introduce various elements of promotional mix, roles of promotional tools in marketing	Week 1	- Students will give brief introduction about themselves - Course outline will be discussing in details	-Give real life examples to motivate the students	*developed interest of the students CLO 1 *express themselves while introducing themselves CLO1
Role of IMC, target marketing process: segmentation, target market, positioning	Understand the concept of target marketing in an integrated marketing communication process	Week 2	Student will read different books to learn different types of lease	Lecture, Discussion, Problem based Exercise	Analyze the problem and answer the question CLO 1

Role of Ad Agencies, participants in the integrated marketing process: ad agency, client, media organizations	. Understand how companies organize for advertising and other aspects of integrated marketing communications	Week 3 and 4	-Discussions and List of examples will be shared -Assignment	Lecture, Discussion, Problem based Exercise	Analyze the problem and answer the question CLO 2
Communication Process, basic model of communication	Understand the basic elements of the communication process and role of communications in marketing	Week 5 and 6	-Discussions and List of examples will be shared - <b>Quiz 1 will be taken</b>	Lecture, Discussion, Problem based Exercise	Analyze the problem and answer the question CLO 3
<b>Exam Review</b>	To make an overview		Lectures, questions and answers		
<b>MID-TERM EXAMINATION</b>		Week 7			
Objectives and budgeting for the promotional program	Understand differences between sales and communication objectives, understand different budgeting approaches	Week 8 and 9	-Discussions and List of examples will be shared - <b>Quiz 2 will be taken</b>	Lecture, Discussion, Problem based Exercise	Analyze the problem and answer the question CLO 3
Source, message and channel factors Designing Marketing Programs to Build Brand Equity	Understand considerations involved in selecting a source or communicator of a promotional message  New perspectives on Marketing  Personalizing	Week 10	-Interactive Discussions with List of examples	Lecture, Discussion, Problem based Exercise	Analyze the problem and answer the question CLO 4

	<p>marketing</p> <p>Experiential marketing</p> <p>One to One marketing</p> <p>Permission marketing</p> <p>Mass customization</p> <p>Relationship marketing</p>				
Creative strategy in advertising	Different types of advertising appeals and advertising styles	Week 11	-Interactive Discussions with List of examples	Lecture, Discussion, Problem based Exercise	Analyze the problem and answer the question CLO 4
Media planning and strategy	Basic terms and concepts in media planning, different scheduling techniques, reach vs. frequency	Week 12	-Discussions and List of examples will be shared <b>-Quiz-3 Will be taken</b>	Lecture, Discussion, Problem based Exercise	Analyze the problem and answer the question CLO 5
Evaluation of broadcast media	Advantages and limitations of Tv and radio advertising media				
Internet and interactive media	Advantages and limitations of Internet and digital advertising media				
<b>Exam Review</b>	To make an overview				
<b>FINAL EXAMINATION</b>		Week 13			

## **Part C- Assessment and Evaluation**

### **a. ASSESSMENT**

#### **PATTERN Quizzes:**

Altogether 3 quizzes may be taken during the semester, 2 quizzes will be taken for midterm and 1 quiz will be taken for final term. Average of all of the quizzes will be considered. No makeup quizzes will be taken. Students are strongly recommended not to miss any quizzes.

#### **Assignment:**

The topic will be given as assignment during the class which each student has to prepare at home and will submit on or before the due date. No late submission of assignments will be accepted.

#### **Presentation:**

The students will have to form a group of maximum 5 members. The topic will be given during the class which they have to prepare at home and will have to present in group in the due date.

#### **CIE- Continuous Internal Evaluation (35 Marks)**

<b>Bloom's Category Marks (out of 28)</b>	<b>Quizzes (15)</b>	<b>Assignments (5)</b>	<b>Presentation (8)</b>	<b>Class attendance (7)</b>
Remember				
Understand		3	3	
Apply	4			
Analyze	6			
Evaluate	5			
Create		2	5	

#### **SMEE- Semester Mid & End Examination (65 Marks)**

<b>Bloom's Category</b>	<b>Test</b>
Remember	5
Understand	10
Apply	15
Analyze	15
Evaluate	10
Create	10

**b. Assessment and Evaluation:**

Grades will be calculated as per the university grading structure and individual student will be evaluated based on the following criteria with respective weights.

Class attendance	7%
3 Quizzes	15%
Assignment	5%
Presentation	8%
Mid-term Test	25%
Semester Final Exam	40%
<b>Total</b>	<b>100%</b>

**Part D-Learning Resources**

**Text Book:**

*Advertising and Promotion - An Integrated Marketing Communications Perspective.*  
Belch & Belch, Latest edition.

**Reference:**

1. The 22 Immutable Laws of Branding: How to Build a Product or Service Into a Word-Class Brand by *Al Ries, Laura Ries (Latest Edition)*
2. *Integrated Marketing Communications-* David Pickton, Amanda Broderick