

MRKG 310 Integrated Marketing Communications in a Digital World

The purpose of this course is to familiarize students with an evolved definition of integrated marketing communications (IMC) and teach them how to effectively communicate in the business world. It will help students understand the importance of weaving together all marketing activities into one clear message and voice and how communications are produced and transmitted in a digital world. The subject additionally explores advertising and promotions, and the roles of social media, and other marketing tactics to effectively reach consumers.

(Prerequisite: MRKG 101, Minimum 60 credits) (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate advanced knowledge and understanding of core theories, concepts, principles, and ethical practices of IMC in a digital world.
2. Use advanced-level and some specialist-skills skills in researching and creating IMC strategies.
3. Evaluate and critically analyse factors contributing to the success of IMC strategies.
4. Demonstrate advanced-level oral and written communication skills, including the ability to develop sound and coherent ideas relating to IMC in a succinct and clear manner.
5. C1. Operate at an advanced-level, both independently and in teams, to create successful IMC strategies.

Textbook & Course Materials:

- *Juska, J. M. (2021). Integrated marketing communication: advertising and promotion in a digital world. Routledge.*

Course Content:

1. What is Integrated Marketing Communications?
2. Artificial Intelligence
3. The IMC Plan
4. Objectives and Budgets
5. Segmentation Strategies advanced level
6. Creativity Strategies and Advertising
7. Digital Media Strategies
8. Legacy Media Strategies
9. Sales Promotion Strategies
10. Brand Visibility Strategies
11. Public Relations Strategies