



**Curriculum - 2017**  
**BBA Hons (Marketing) Degree Program**  
**Faculty of Management and Finance**  
**University of Ruhuna**

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## **MKT 31523: Integrated Marketing Communications**

**Level: 3000**

**Number of Credits : 03**

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### **Course Description**

Integrated marketing communications provides an understanding of the core concepts and methods in marketing communications in both traditional and digital media. This course focuses on consumer insights, message strategy, promotion and the execution of marketing communications across the optimum blend of media channels, aligned with legal and ethical concerns.

### **Intended Learning Outcomes**

At the end of the course, the student will be able to;

- Recognize the advertising process and alternative marketing methods,
- Appraise the core concepts and methods in integrated marketing communications,
- Determine legal and ethical implications of marketing communication decisions,
- Design a successful communication plan to appropriate target audience.

### **Teaching/Learning Methods**

Lectures, Group discussions, Workshops

### **Methods of Assessment**

In-course Assessments : 30%  
End Semester Examination : 70%

### **Course Contents**

1. Introduction to integrated marketing communications
2. Corporate image and brand management
3. Integrated marketing communications planning process
4. Advertising management
5. Advertising design
6. Traditional media channels
7. Alternative marketing
8. Database marketing
9. Direct response marketing and personal selling
10. Sales promotions
11. Public relations and sponsorship programs
12. Legal and ethical concerns
13. Evaluating an integrated marketing program

### **Recommended Reading**

1. Clow, K. E., & Baack, D, (2016). Integrated Advertising, Promotion, and Marketing Communications, (7<sup>th</sup> ed.) Pearson Education