

Marketing Communications & Advertising

Course Title	Marketing Communication & Advertising		
Course Code	MKT615	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	MKT500	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	30	<ol style="list-style-type: none"> To examine the marketing communication function and the growing importance of advertising and other promotional elements in the marketing programs of domestic and foreign companies. To introduce the concept of integrated marketing communications (IMC) and consider how it has evolved. To introduce the various elements of the promotional mix and consider their roles in an IMC program. To examine how various marketing and promotional elements must be coordinated to communicate effectively. To evaluate the effectiveness of a marketing communications program.
2. Asian Expertise	25	
3. Creative Management Mind	25	
4. Cross Cultural Communication	5	
5. Social Responsibility	15	

Course Description

The field of marketing communications is ever changing. Brand managers continually attempt to gain advantage over competitors and endeavor to achieve larger market shares and profits for the brands they manage. Marketing communications, or *marcom* for short, is just one element of the marketing mix, but advertising, sales promotions, marketing-oriented public relations, and other marcom tools are performing increasingly important roles in firms' quest to achieve financial and nonfinancial goals. Marcom practitioners are confronted with the rising costs and challenges of placing ads in traditional advertising media (television, magazines, etc.). It is for these reasons that advertising and promotion budgets are beginning to shift away from traditional media and towards the Internet as a means of both accessing difficult-to-reach teams and providing an economically viable option for conveying advertising messages and promotional offers.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of strategic management on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Individual Assignment	20	Title: Advertising and Promotion: An Integrated Marketing Communications Perspective Edition: 9th edition Author(s): Belch, G. & Belch, M., Publisher: 2012. Illinois: McGraw-Hill/Irwin ISBN-13: 13 9780073404868
Group Research Project	40	
Midterm Exam	20	
Final Exam	20	

Course content by Week

1	An Introduction to Integrated Marketing Communications
2	The Role of IMC in the Marketing Process
3	Organizing for Advertising and Promotion: The Role of Ad Agencies and Other Marketing Communication Organizations
4	The Communication Process
5	Establishing Objectives and Budgeting for the Promotional Program
6	Creative Strategy: Planning and Development & Implementation and Evaluation
7	Direct Marketing
8	The Internet and Interactive Media
9	Sales Promotion
10	Public Relations, Publicity, and Corporate Advertising
11	Measuring the Effectiveness of the Promotional Program
12	International Advertising and Promotion
13	Evaluating the Social, Ethical, Economic Aspects of IMC
14	Final Presentations / Revision
15	Final Exam