

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: MKT 295

Credits: 3

Course Title: Introduction to Integrated Marketing Communications

Course Description (including lecture hours, lab hours, total contacts)

MKT 295 – Introduction to Integrated Marketing Communications

Covers the steps required to develop an integrated marketing communications campaign. Introduces message and touchpoint integration with special attention to effectiveness and measurable results. Includes advertising, public relations, sales promotion, personal selling and direct marketing. Places special emphasis on the role of new technologies and interactive media. Prerequisite: MKT 201. Lecture 3 hours per week.

General Course Purpose

This course is designed for students who will become decision makers in almost any company concerned with consumer/customer communications. The general purpose is to present the essential elements of integrated marketing plans through the study of the planning, implementation, and control of the marketing communication strategy as a component part of the larger marketing strategy. This course also examines how an effective and efficient promotion plan delivers the appropriate message to achieve the organization's goals using advertising, public relations, publicity, personal selling, sales promotion, and direct marketing. Using knowledge and skills acquired in the course, students will be able to develop an integrated marketing plan (IMC). Students taking this course will be at the forefront of the important IMC movement that looks forward to an integrated brand experience on the part of the customer.

Course Prerequisites/Corequisites (*Entry-level competencies **required** for enrollment*)

MKT 201

Course Objectives (Each item should complete the following sentence.)

Upon completing the course, the student will be able to:

- Demonstrate an understanding of how the major types of marketing communication messages are created and delivered.
- Demonstrate an understanding of the purpose and role of promotion/marketing communications in a modern marketing strategy.
- Demonstrate an understanding of how and why people buy and how to communicate effectively through the promotional process.
- Demonstrate knowledge of the essential elements of an effective integrated marketing campaign.
- Demonstrate an understanding of the key elements of customer buying behavior.
- Demonstrate an understanding of the essential processes and implementation of an effective integrated marketing campaign.
- Evaluate the communication needs in an organization.
- Create a promotion/marketing communication strategy for an actual company.

Major Topics to be Included

- Overview of integrated marketing communications
- Corporate image and brand management
- Buyer behaviors
- Promotions opportunity analysis
- Advertising management
- Advertising design: message strategies and executional frameworks
- Traditional media channels
- E-active marketing

- Alternative marketing
- Database and direct response marketing
- Sales promotions
- Public relations and sponsorship programs
- Regulations and ethical concerns
- Evaluation an integrated marketing program

Effective Date of Course Content Summary (Month, Date Year): February 16, 2010