



Course Specifications

Course Title:	Integrated Marketing Communication
Course Code:	MKT1322
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 6 /Third year
4. Pre-requisites for this course (if any): MKT1311
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course focuses on contemporary approaches and introduces students to the fundamentals of Integrated Marketing Communications (IMC). The course covers the promotional mix including advertising, publicity, personal selling and sales promotion from an integrative perspective. This course helps in achieving effective marketing campaigns based on clear objectives, market segmentation and target marketing, within proper time frame.

2. Course Main Objective

1. To give insight about advertising and choose a marketing communications mix to achieve the communication objectives of the IMC campaign plan.
2. To examine how integrated marketing communication help in building brand identity and brand relationship
3. To conduct the marketing research and apply the results in developing competitive and positioning strategies to select the target audience for the IMC campaign plan

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Discuss the impact of communication strategies on marketing planning processes; implementation and evaluation	K.3
1.2	Demonstrate marketing knowledge required for developing effective communication mix elements such as advertising, direct marketing, public relations, sales promotion	K.2
1.3	Recognize the significance of new integrated communications campaigns in proposing effective solutions to marketing issues	K.4
2	Skills:	
2.1	Evaluate the components of a creative brief.	S.3
2.2	Apply creative strategies for effective marketing communication campaigns.	S.2
3	Competence:	
3.1	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate course project	C.1
3.2	Demonstrate information and communications technology tools in gathering, interpreting and communicating information and ideas	C.5

C. Course Content

No	List of Topics	Contact Hours
1	Advertising Principles and Practices	3
2	The role of IMC in the marketing process	6
3	The role of ad agencies and other marketing communication organizations	6
4	The Role of Persuasion and Visual Communication	3
5	Endorsers and Message Appeals in Advertising	3

6	Creative Strategy: Planning & Development	6
7	Advertising Media: Planning and Analysis	6
8	Traditional Advertising Media	6
9	Sales Promotion	6
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Discuss the impact of communication strategies on marketing planning processes; implementation and evaluation	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	Written test <ul style="list-style-type: none"> • True/False • MCQs • Essay questions
1.2	Demonstrate marketing knowledge required for developing effective communication mix elements such as advertising, direct marketing, public relations, sales promotion		
1.3	Recognize the significance of new integrated communications campaigns in proposing effective solutions to marketing issues		
2.0	Skills		
2.1	Evaluate the components of a creative brief.	<ul style="list-style-type: none"> • Direct (Lectures and Discussion) • Interactive learning 	<ul style="list-style-type: none"> • Essay • Assignment • Case study
2.2	Apply creative strategies for effective marketing communication campaigns.		
3.0	Competence		
3.1	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate course project	<ul style="list-style-type: none"> • Students group Independent study (Group project) • Direct (Individual assignment) 	<ul style="list-style-type: none"> • Course project (Rubric)
3.2	Demonstrate information and communications technology tools in gathering, interpreting and communicating information and ideas	<ul style="list-style-type: none"> • Students group Independent study (Group project) 	Presentations (Rubric) Discussions Projects (individual and Group work)

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Andrews, J. C., & Shimp, T. A. Advertising, Promotion, and other aspects of Integrated Marketing Communications, 10th Edition, Cengage Learning
Essential References Materials	<ul style="list-style-type: none"> - Integrated Advertising, Promotion and Marketing Communications, Global Edition, 5/E, Kenneth Clow, Donald Baack, ISBN-10: 0273753355, ISBN-13: 9780273753353, Publisher: Pearson Higher Education - Advertising Principles and Practices (2017) by Sandra Moriarty, Nancy Mitchell, William Wells, Pearson Education
Electronic Materials	YouTube videos and online cases and websites
Other Learning Materials	computer-based programs/CD, professional standards or regulations and software.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards, Cengage Learning System

Item	Resources
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

