



Course Specifications

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

Table of Contents

A. Course Identification	3
6. Mode of Instruction (mark all that apply)	3
B. Course Objectives and Learning Outcomes	3
1. Course Description	3
2. Course Main Objective.....	3
3. Course Learning Outcomes	3
C. Course Content	4
D. Teaching and Assessment	4
1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods	4
2. Assessment Tasks for Students	4
E. Student Academic Counseling and Support	5
F. Learning Resources and Facilities	6
1. Learning Resources	6
2. Facilities Required.....	6
G. Course Quality Evaluation	6
H. Specification Approval Data	6

A. 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: 6 th Level, 3 rd 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	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

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 Objectives

- To give insight about advertising and choose a marketing communications mix to achieve the communication objectives of the IMC campaign plan.
- To examine how integrated marketing communication, help in building brand identity and brand relationship
- 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	Possess knowledge and understanding of new integrated communications campaigns in proposing effective solutions to marketing issues	K.4
2	Skills:	
2.1	Communicate effectively the components of a creative brief.	S.3
2.2	Apply creative strategies for effective marketing communication campaigns.	S.1
3	Values:	
3.1	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate course project	V.1
3.2	Demonstrate information and communications technology tools in gathering, interpreting and communicating information and ideas	V.2

C. Course Content

No	List of Topics	Contact Hours
1	Advertising Principles and Practices	3
2	The role of IMC in the marketing process	3
3	The role of ad agencies and other marketing communication organizations	6
4	The Role of Persuasion and Visual Communication	6
5	Endorsers and Message Appeals in Advertising	6
6	Creative Strategy: Planning & Development	3
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) 	Written test <ul style="list-style-type: none"> • True/Fales • MCQs Essay questions
1.2	Demonstrate marketing knowledge required for developing effective communication		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	mix elements such as advertising, direct marketing, public relations, sales promotion	• Interactive learning	
1.3	Possess knowledge and understanding of new integrated communications campaigns in proposing effective solutions to marketing issues		
2.0	Skills		
2.1	Communicate effectively the components of a creative brief.	• Direct (Lectures and Discussion) • Interactive learning	• Essay • Assignment Case study
2.2	Apply creative strategies for effective marketing communication campaigns.		
3.0	Values		
3.1	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate course project	• Students group Independent study (Group project) • Students group Independent study (Group project)	• Course project (Rubric) Presentations (Rubric)
3.2	Demonstrate information and communications technology tools in gathering, interpreting and communicating information and ideas		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/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	Zahay, D. & Frost, R. (2018), Internet Marketing: Integrating Online & Offline Strategies in a Digital Environment, Cengage Learning Inc.: Boston.
Essential References Materials	Journal of Information System – Elsevier
Electronic Materials	Documents from the Saudi Electronic Library and various websites.
Other Learning Materials	www.Amazon

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
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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	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	27/9/2022

