

Course Outline

Course Code, Number, and Title:

MARK 4820: Integrated Marketing Communications

Course Format:

Lecture 3 h + Seminar 1 h + Lab 0 h

Credits: 3

Transfer Credit: For information, visit bctransferguide.ca

Course Description, Prerequisites, and Corequisites:

This course builds on the essential marketing concepts by focusing on the promotional elements in marketing strategy known as Integrated Marketing Communications. Topics include effective integration of advertising, social media, direct/internet marketing, sales promotion, public relations, event marketing and personal selling. Students will be comfortable evaluating the strengths and weaknesses of each element of the promotion mix and be able to recommend the appropriate mix for a given situation. In addition we will cover; the role of IMC, the IMC strategic planning process, budgeting, creative development, media strategy, execution and evaluation. The material will be taught using lectures, case studies, guest speakers and assignments.

Registration in this course is restricted to students admitted to the Post Degree Diploma in Marketing Management. Prerequisites(s): A minimum "C" grade in BUSM 4805 and MARK 4800; and a minimum "C" grade in FMGT 4816 or 4800.

Learning Outcomes:

Upon successful completion of this course, students will be able to

- Explain the structure of the advertising industry.
- Explain and be able to apply consumer behaviour concepts and target marketing to strategic advertising planning.
- Explain the distinctions and relationships between the types of planning.
- Explain the creative briefing process and describe the content found in a creative brief.
- Be able to apply the appropriate media mix for each media choice available.
- Explain the role of advertising as compared to other integrated marketing communication alternatives.

Instructor(s): TBA

Office: TBA

Phone: TBA

Email: TBA

Office Hours: TBA

Textbook and Course Materials:

[Textbook selection may vary by instructor. An example of texts and course materials for this course might be:}

For textbook information, visit https://mycampusstore.langara.bc.ca/buy_courselisting.asp?selTerm=3|8

Note: This course may use an electronic (online) instructional resource that is located outside of Canada for mandatory graded class work. You may be required to enter personal information, such as your name and email address, to log in to this resource. This means that your personal information could be stored on servers located outside of Canada and may be accessed by U.S. authorities, subject to federal laws. Where possible, you may log in with an email pseudonym as long as you provide the pseudonym to me so I can identify you when reviewing your class work.

Assessments and Weighting:

Final Exam %

Other Assessments %

(An example of other assessments might be:) %

Information currently unavailable, please consult Department for details.

Grading:

Specific grading schemes will be detailed in each course section outline.

Information currently unavailable, please consult Department for details.

Detailed Course Schedule:

Information currently unavailable, please consult Department for details

As a student at Langara, you are responsible for familiarizing yourself and complying with the following policies:

College Policies:

[E1003 - Student Code of Conduct](#)

[F1004 - Code of Academic Conduct](#)

[E2008 - Academic Standing - Academic Probation and Academic Suspension](#)

[E2006 - Appeal of Final Grade](#)

[F1002 - Concerns about Instruction](#)

[E2011 - Withdrawal from Courses](#)

Departmental/Course Policies:

