

Huron Brief Course Outlines

Fall/Winter 2023-2024

Course Title: Integrated Marketing Communications

Course Number and Section

MOS

3322F - 550

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course Description:

This course focuses on the theories, concepts, and applications of integrated marketing communications, covering the elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing, and interactive marketing. The goal is to understand how marketing communications reaches and serves customers, and how it helps to shape consumer behavior.

Learning Outcomes:

- Identify and evaluate the core marketing communication channels concepts as well as the principles and theories applicable to each.
- Apply concepts, principles, and theories to solve realistic marketing communications problems and to make sound integrated marketing communications decisions
- Explain the marketing communication process and apply this to a specific business case through teamwork
- Analyze an industry along with a company in it, drawing out the key success factors related to a marketing plan and apply these to the creation of a fully integrated marketing communications strategy and execution

Textbooks and Course Materials:

Required: Guolla, Michael A., Belch, George E., & Belch, Michael A. (2020). Advertising & Promotion: An Integrated Marketing Communications Perspective (7th Canadian Edition). McGraw-Hill.

There are only two options for purchasing this textbook for our course section that you can purchase through the UWO Bookstore:

- Print option (recommended): (ISBN 9781260065985)
- eBook option: (ISBN 9781260328493)

Additional readings from academic journals, practitioners' journals and the popular press are also assigned periodically

Methods of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Quizzes x 4	Ongoing	55%

Assignment	Due Date mm/dd/yy	Weight - %
Term Project: Elevator Pitch	10/19/2023	5%
Term Project: IMC Presentation	Weeks 11, 12	10%
Term Project: IMC Plan	11/30/2023	20%
Participation	Ongoing	5%
Ad Campaign Assignment	10/12/2023	5%

In solidarity with the Anishinaabe, Haudenosaunee, Lu̓naapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.