

Course Unit Title:	Integrated Marketing Communications Campaigns
Course Unit Code:	MAR312
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	4
Semester when the unit is delivered:	8
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain the stages of campaign management. • Explain both in theory and practice the planning and developing of integrated marketing communication campaigns. • Analyze and choose the most effective and efficient media for the campaign • Develop an effective promotional plan through projects and case studies. • Evaluate the effectiveness of the campaign. • Discuss the role of various research methods at the different stages of the IMC campaign. 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	MAR115 Junior standing
Recommended optional program components:	None
<p>Course Contents: Objectives: To provide students with a thorough understanding of IMC campaign management so as to be able to design and execute an effective promotional plan.</p> <p>Description: Areas to be covered:</p> <ul style="list-style-type: none"> • The scope of Campaign management • Situation analysis: Company analysis, Market and competition analysis, product analysis, consumer analysis 	

- Determine the audience(s) of marketing communications
- Setting objectives
- Setting the budget and allocating resources
- Creating the campaign message
- Tactics – Integrating the elements of the communications mix
- Media strategy
- Control, Measurement & Evaluation
- Research in IMC: The role and use of research in IMC, Types of research, Market monitoring, Media measurement, Perceptual mapping, Test marketing

Required or Recommended Reading:	<p>Don E., Tannenbaum, Stanley I., Lauterborn, Robert F., INTEGRATED MARKETING COMMUNICATION Schultz, Latest Edition, NTC Business Books, USA.</p> <p>Pickton, David and Broderick, Amanda INTEGRATED MARKETING COMMUNICATION, Latest Edition, Prentice Hall, UK.</p> <p>Belch, G. and Belch, Advertising and Promotion: An Integrated Marketing Communication Perspective, Latest Edition, M. McGraw-Hill, Australia</p> <p>Clow, Kenneth and Baack, Donald, Integrated Advertising, Promotion and Marketing Communications , Latest Edition, Prentice Hall</p>					
Planned learning activities and teaching methods:	<p>Class Instruction</p> <p>Consultation/Case Study /Visits</p>	<table border="1"> <tr> <td data-bbox="1144 1155 1388 1213">42 Hours</td> </tr> <tr> <td data-bbox="1144 1213 1388 1272">15 Hours</td> </tr> </table>	42 Hours	15 Hours		
42 Hours						
15 Hours						
Assessment methods and criteria:	<p>Examinations</p> <p>Assignments</p> <p>Class Participation</p>	<table border="1"> <tr> <td data-bbox="1161 1344 1388 1386">50%</td> </tr> <tr> <td data-bbox="1161 1386 1388 1428">40%</td> </tr> <tr> <td data-bbox="1161 1428 1388 1470">10%</td> </tr> <tr> <td data-bbox="1161 1470 1388 1512">100%</td> </tr> </table>	50%	40%	10%	100%
50%						
40%						
10%						
100%						
Language of Instruction:	<p>English</p>					
Work Placement(s):	<p>No</p>					
Place of Teaching:	<p>Regular Classroom European University Cyprus, Nicosia</p>					