Integrated Marketing Communications
Syllabus
2024-2025 Fall

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Course Description

In this course, key foundations and fundamentals of Integrated Marketing Communications will be introduced. An overview of of Integrated Marketing Communications topics in literature will be given.

Recommended Readings:

Integrated Marketing Communications, David Pickton, Amanda Broderick, Prentice Hall
Lecture Contents

Week 1-	What is marketing communications?
Week 2-	What is integrated marketing communications?
Week 3-	Creating shared meaning in marketing communications– from sender to receiver
Week 4-	Marketing communications psychology Media – the carriers of the message E-media
Week 5-	The changing marketing communications environment The international context of marketing communications Regulation and legal controls
Week 6-	Marketing communications ethics Image and brand management
Week 7-	Midterm
Week 8-	Midterm
Week 9-	Customer/audience relationship management Marketing communications planning and plans
Week 10-	Public relations Sponsorship
Week 11-	Advertising
Week 12-	Direct marketing communications
Week 13-	Sales promotion, merchandising and point of sale Packaging
Week 14-	Exhibitions and trade shows
Week 15-	Personal selling and sales management
Week 16 -	Final Exam
Week 17-	Final exam

Grading Policy

Midterm:	**%40**
Final:	**% 60**

Wish all of you a successful, happy and healthy academic year.

Please send your questions and suggestions to my e-mail.