Integrated Marketing Communications Syllabus 2025-2026 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**

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