

**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 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.