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Course title	Integrated Marketing Communication			
Course code	MRKT323			
Course type	Theoretical, Elective Course Group B			
Level	Undergraduate			
Year / Semester	Year 3 Semester 5			
Teacher's name	Timotheos Timotheou			
ECTS	4	Lectures / week	2	Laboratories / week
Course purpose and objectives	<p>The course informs students not only about the strategies of traditional marketing promotions, but also about strategies related to the growth and influence of new media, alternative methods and approaches, and the challenges and issues faced by businesses within a changing marketing communications discipline. The course proceeds with a theoretical analysis of a set of concepts, approaches and tools related to integrated marketing communications that the students will use in their future professional careers. In addition, this course draws on real-world experience, concentrating on promotional actions that are used by businesses. This hands-on experience will help students to understand how a business develops and implements its "integrated marketing communication" strategies, and at the same time it will help them to understand how to successfully manage a project, how to develop a thriving relationship with the client, and how to 'sell' their ideas.</p>			
Learning outcomes	<p>After the completion of the course students are expected to:</p> <ul style="list-style-type: none"> • Acquire the necessary knowledge to effectively communicate the value of a product or a service to the customers • Understand the role of each marketing communication mix variable in designing an integrated marketing communication strategy • Develop their creativity, critical thinking and analytical skills by applying all five variables of the marketing communication mix 			
Prerequisites	MRKT217 Principles of Marketing	Required	None	
Course content	<p><i>1. Integrated marketing communication:</i></p> <ul style="list-style-type: none"> • Highly competitive international market • Broad analysis and consideration of the available means of communication • Clear ways of communication • Emerging trends <ul style="list-style-type: none"> ➤ Responsibility ➤ Switching roles between account executives, creative executives, and brand managers ➤ Creating alternative media 			

2. Corporate image and brand management:

- Brand management
- Matters related to the development and promotion of trade names and logos
- The importance of packaging and labels
- Development of commercial and corporate positioning strategies

3. Buyers behaviour:

- The consumer shopping process
- The consumer market environment
- Recent trends in consumer behaviour
- Business centre market
- Intra-company purchase process

4. Promotions opportunity analysis:

- The process of analysing promotional opportunities
- Promotional efforts
- Departments of consumer markets
- Business market centre
- Intra-business segmentation programs

5. Advertising management:

- Advertising management
- Advertising agency selection process
- Advertising campaign management
 - Analysis of the communication market
 - Advertising objectives
 - Advertising budget
 - Selection of a medium or mediums
 - Creative

6. Advertising design:

- Advertising plan
 - Application template hierarchy
 - Means-end theory
 - Visual and verbal illustration
- The attractions elements of advertising

7. Advertising design: message strategies and executional frameworks

- Message strategies
- The executive frameworks
- Press representatives and underwriters
- The principles of effective advertising

8. Traditional media channels:

- Advertising plan
 - The nature of the media strategy

- Media planning
- Buying a medium
- Choice of medium
- Intra-company and international media selection

9. E-active marketing:

- Advertising plan
- The Internet has changed the culture
- International customers, competition
- Online active marketing
 - E-commerce + interaction marketing
- Intra-business e-commerce
- Interaction marketing methods

10. Alternative marketing:

- The weakening of traditional media
- The rise of alternative media
- Conscious consumers
- Alternative approaches
 - Marketing buzz
 - Guerrilla marketing
 - Product placement
 - Entertainment from the brand
 - Lifestyle Marketing
 - Store marketing
 - Brand communities

11. Database and direct response marketing:

- Database Marketing
- Create a database to archive data
- Coding and analysis of the data in the database
- Data retrieval
- Targeted marketing from database items
 - Communications
 - Programs
- Customer relationship management
- Immediate response to marketing

12. Sales promotions:

- Promotion to consumers
 - Individuals/businesses using the product
- Trade promotion
 - Direction of distribution channels
- Potential erosion of brand equity
- A brand can be differentiated
- Data retrieval
- Multiple uses – the product life cycle

	<ul style="list-style-type: none"> ➤ Communications ➤ Programs • Customer relationship management • Immediate response to marketing <p>13. Public relations and sponsorship programs:</p> <ul style="list-style-type: none"> • Public relations <ul style="list-style-type: none"> ➤ The functions of public relations ➤ The participants ➤ Evaluation of corporate reputation ➤ Social responsibility ➤ Damage control • Sponsors • Event marketing <p>14. Regulations and ethical concerns:</p> <ul style="list-style-type: none"> • Legal environment <ul style="list-style-type: none"> ➤ Marketing communication regulations • Ethics and social responsibility <ul style="list-style-type: none"> ➤ Ethical dilemmas ➤ Responding to ethical challenges ➤ Social responsibility <p>15. Evaluating an integrated marketing program:</p> <ul style="list-style-type: none"> • Public relations <ul style="list-style-type: none"> ➤ The methods should match the objectives ➤ Evaluation of messages ➤ Evaluation of the criteria ➤ Evaluation of behaviours ➤ Evaluation of public relations ➤ Evaluation of the integrated marketing program
<p>Teaching methodology</p>	<p>The course content will be taught using:</p> <ul style="list-style-type: none"> • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
<p>Bibliography</p>	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Belch, George E. (2018). <i>Διαφήμιση και προώθηση: Ολοκληρωμένη επικοινωνία μάρκετινγκ</i>. Τζιόλα, ISBN 978-960-418-533-7. • Cornelissen, J. (2016). <i>Εταιρική επικοινωνία</i>. Διάυλος, ISBN: 9789605313548. • Πασχαλούδης, Δ.(2018). <i>Εισαγωγή στο Μάρκετινγκ</i>. Τζιόλα, ISBN: 978-960-418-798-0.

	<ul style="list-style-type: none"> • Τσακλάγκανος, Α. Α. (2015). <i>Βασικές αρχές του μάρκετινγκ</i>. Αφοί Κυριακίδη Εκδόσεις Α.Ε., ISBN 978-960-602-027-8. • Fahy, J.(2014). <i>Αρχές μάρκετινγκ</i>. Κριτική. ISBN 978-960-218-929-0. • Γεροκώστας, Κ. (2015). <i>Αρχές Μάρκετινγκ</i>. KES College. • Σιώμκος, Γ. Ι. (2011). <i>Συμπεριφορά καταναλωτή & στρατηγική μάρκετινγκ</i>. 3^η Έκδοση. Αθ. Σταμούλης. ISBN: 9789603514565 • Solomon, M. R.(2020). <i>Συμπεριφορά Καταναλωτή : Αγοράζοντας, Έχοντας και Ζώντας</i>. 11^η Έκδοση. Εκδόσεις Τζιόλας. ISBN: 978-960-418-811-6. <p>English Bibliography</p> <ul style="list-style-type: none"> • Shelby D. H. (2015). <i>Marketing Theory: Foundations, Controversy, Strategy, and Resource-advantage Theory</i>. Abingdon, Oxon: Routledge, ISBN 9780765623638. EBSCOHost. • Kotler, P., Armstrong, G. (2021). <i>Principles of Marketing</i>. 18th Edition. Pearson. ISBN: 978-1-292-34113-2. • Mothersbaugh, D., Hawkins, D., and Kleiser, B. S. (2020). <i>Consumer Behavior Building Marketing Strategy</i>. 14th Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2. • Armstrong, G., Kotler, P., and Opresnik, O. (2020). <i>Marketing: An Introduction</i>. Pearson. ISBN: 978-1-292-29486-5. • Mothersbaugh, D. L., Hawkins, D. I, and Kleiser, S. B. (2020). <i>Consumer Behavior: Building Marketing Strategy</i>. 14th Edition. McGraw - Hill Education. ISBN: 978-1-260-56648-2. • Solomon, M. (2016). <i>Consumer behaviour</i>. 6th Edition. Pearson. ISBN: 9781292116723. • Schiffman, L. G. (2010). <i>Consumer Behavior</i>. 10th Edition. Pearson / Prentice Hall. ISBN: 0137006705.
Assessment	<ul style="list-style-type: none"> • Attendance and Class Participation: 10% • Assignment: 20% • Intermediary Written Examination: 30% • Final Written Examination: 40%
Language	English or Greek