

Subject overview

This subject begins with the introduction to the concept of Integrated Marketing Communication and the process of perception construction with focus in the principles of persuasion. The subject provides a look to the process of situation analysis and the definition of marketing and communication objectives. Knowledge of the basic communication tools used in marketing is very important.

Learning Outcomes

By the completion of this subject, students will be able to:

- Examine the principles of perception and persuasion, in particular the use of these principles in marketing strategies.
- Use the basic tools of communication in a persuasive campaign.
- Identify and analyse the different areas of marketing communication such as advertising and sales promotion, public relations, direct and experiential marketing and internal communications.
- Present in a professional form the marketing communication plan and sell the benefits of the campaign to the client.

Assessment overview

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| • Essay | 25% of total assessment |
| • Progress report of the IMC plan | 20% of total assessment |
| • Critical review of an IMC campaign | 25% of total assessment |
| • Presentation of the IMC plan (oral and written) | 30% of total assessment |

Subject modules

- Perception process and the principles of persuasive communication
- Organizing the agency
- Brand as a communication vehicle
- Consumer behavior
- Conceptual strategy: Situation and SWOT analysis, objectives, positioning and budgeting.
- Media strategy
- Creative strategy
- Advertising
- Public relations and corporate reputation
- Sales promotion
- Personal selling
- Internal communications
- Direct & Experiential marketing
- International marketing communications
- Ethical issues in marketing communications
- Measurement and evaluation of the IMC plan

Required readings

- Duncan, T. (2005) *Principles of advertising and IMC*. (2nd Ed.) Boston: McGraw-Hill Irwin.
- Students will also read a variety of journal articles assigned by Academic Teaching Staff.

Questions?

If you have any questions about any of the subject summaries, please contact us.