



MKTG-289 – Integrated Marketing Communications

Business

Effective Term & Year: Fall 2022

Course Outline Review Date: 2024-09-01

Program Area: Business Management

Description:

The purpose of this course is to gain an overview of the marketing communications process as it applies to marketing in organizations. At the end of the course the student understands the interrelationships between business performance and marketing communications.

Program Information:

This course is required for the Business Management Diploma – Marketing and the Tourism Management Diploma.

Delivery Methods: On-campus (Face-to-Face), Online

Credit Type: College of the Rockies Credits

Credits: 3

Course type/s: Business Management

Instructional Activity and Hours:

Activity	Hours
Classroom, Directed Studies or Online Instruction	45
Seminar/Tutorials	
Laboratory/Studio	
Practicum/Field Experience	
Co-op/Work Experience	

Other

Total	45
-------	----

Course Requisites:

- Earned a minimum grade of C- (55%) in each of the following:
 - MKTG281 – Principles of Marketing (3)

Flexible Assessment: Yes

In some cases students may be able to apply for recognition of prior learning outside the classroom. This flexible assessment process provides equivalent course credit. It is a rigorous process that may include external evaluation, worksite assessment, demonstration, standardized test, self-assessment, interview, products/portfolio, and challenge exam, or other measures as appropriate. Tuition fees apply. Contact an education advisor for more information.

Course Transfer Credit:

For information about receiving transfer credit for courses taken at other BC institutions, please see <http://www.bctransferguide.ca>. All requests for course transfer credit from institutions in BC or elsewhere should go to the College of the Rockies Enrollment Services office.

Textbook Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

Tuckwell, Keith (2018). *Integrated Marketing Communications – Strategic Planning Perspectives*, 5th Ed. Toronto, Ontario. Pearson, Canada.

Larson, J., & Draper, S. (2017). *Digital Marketing Essentials*. Rexburg. STUKENT

Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.

Learning Outcomes:

Upon the successful completion of this course, students will be able to:

Knowledge

- understand the concept of Integrated Marketing Communications;
- understand marketing communications challenges, including how marketing communications can enhance brand equity, influence consumer behaviour, and be accountable; and
- understand how marketing communications can facilitate the success of new brands.

Comprehension

- comprehend the fundamentals of marketing communications, including targeting, positioning, and budgeting;
- understand the basics of traditional and digital advertising, sales promotion, and other marketing communication tools such as public relations, sponsorships, signage and point of purchase communications; and
- understand the constraint of marketing communications, including ethical issues, regulatory issues, and environmental concerns.

Application

- apply IMC theories to chapter assignments;
- apply various marketing communications tools to a final IMC project; and
- apply sustainability principles to the final IMC project.

Analysis

- analyze how businesses should come up with corresponding strategies in their IMC initiatives when faced with such issues as climate change, natural resource depletion, environment deterioration, corporate scandals, etc; and
- analyze successful examples of how businesses have adapted their IMC strategies to reflect changed consumer behaviour and how such strategic adjustments have contributed to their business performance.

Synthesis

- combine research skills, IMC theories, sustainability principles, presentation skills and teamwork spirit into the completion of course deliverable.

Evaluation

- evaluate the weight of environmental and social sustainability considerations in corporate IMC strategies; and
- assess the ideas and work of other group members and classmates.

Teamwork and Communication

- participate in classroom discussions and presentations; and
- work on a team IMC project that targets on analyzing sustainable corporate IMC

strategies.

Course Topics:

- Understanding Integrated Marketing Communications (Overview, Strategic Planning, Principles, Branding Strategy)
- Planning for Integrated Media (Creative, Broadcast, Print, Out-of-Home Media, Direct Response, Online + Interactive Communication Strategies)
- Planning for Integrated Marketing (Sales Promotion, Public Relations, Experiential Marketing, Events + Sponsorships, Personal Selling)
- Measuring Plan Performance (Evaluating Marketing Communications Programs)
- Online Advertising
- Email Marketing
- Online Reputation Management

See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.

Evaluation and Assessments

Assessment Type: On-Campus (face-to-face) and Online, or Hybrid

Assessment Type	% of Total Grade
Assignments	25%
Class Participation	5%
Midterm	20%
Final Project	30%
Final Exam	20%
Total	100%

Grade Scheme

A+	A	A-	B+	B	B-	C+	C	C-	D	F
>=90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	<50

Pass requirements: None

Evaluation Notes: Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

Exam Attendance:

Students must attend all scheduled exams at the appointed time and place. Instructors may approve an alternate exam to accommodate an illness or personal crisis. Department heads will consider other written requests. Any student who misses a scheduled exam without prior approval will receive a "0" on the exam.

Academic Policies:

College of the Rockies policies related to courses can be found at <https://cotr.bc.ca/about-us/college-policies/> and include the following:

- Policy 2.4.3 Students with Documented Disabilities
 - Policy 2.4.4 Student Conduct (plagiarism, other cheating, behavioral misconduct)
 - Policy 2.5.8 Academic Performance
 - Policy 2.5.3 Grade Appeal
 - Policy 2.4.9 Student Concerns Re Faculty
-

Equivalent Course(s) and Course Code Changes

Prior Course Code: BUAD 229 >> MKTG 289

Date changed: June 2010

Course Changes:

The College of the Rockies updates course outlines regularly to meet changing educational, employment and marketing needs. The instructor will notify students in writing of any updates to this outline during the semester. The instructor reserves the right to revise, add or delete material while meeting the learning outcomes of this course outline.