Syrian Arab Republic		الجمهورية العربية السورية
Ministry of Higher Education	SVU	وزارة التعليم العاليي
Syrian Virtual University	الجامعــة الإفتراضيــة السوريــة Syrian Virtual University	الجامعة الافتراضية السورية

Course Description: Integrated Marketing Communications

1- Basic Information:

Course Name	Integrated Marketing Communications
Course ID	BMK607
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course Level	6

2- Pre-Requisites:

Course	ID
Consumer Behavior	BMK502

3- Course General Objectives:

The course aims to introduce students to the communication concept and integrated marketing communication concept. It discusses the integrated marketing communication plan, media plan, advertising management, and advertising design. It also discusses the role of sales promotion, personal selling, public relation, and direct marketing in communication mix. It explains the alternative marketing concept. The course also focuses on the importance of communication measures, and evaluates the communication strategies.

Ministry of Higher Education





الجمهورية العربية السورية
وزارة التعليم العاليي
الجامعة الافتراضية السورية

4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
	The student analyzes the communications process, integrated marketing communication
ILO1	concept and its role in marketing mix, as well as how advertisers can use an understanding of
	buyer behavior to develop effective communication mix.
ILO2	The student discusses the integrated marketing communication plan.
ILO3	The student should be able to apply the activities of advertising management and design.
ILO4	The student argues about the activities are involved in creating a media strategy, and propose
ILU4	the advantages and disadvantages of the various forms of media used in advertising.
	The students argues about sales promotion, personal selling, public relation, direct marketing,
ILO5	alternative marketing, and its role in communication mix.
ILO6	The student analyzes communication measures, and evaluates the communication strategies

5- Course Syllabus (24sessions hours of total Recorded Sessions; 24hours of total synchronized)

• RS: Recorded Sessions; SS: Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	- The concept of communication process - The concept of integrated marketing communication - The role of integrated marketing communication in the marketing mix The role of understanding the buyer behavior in developing an effective communication mix.	4	4	 □ Exercises □ Assignments □ Seminars □ Projects □ Practices □ Others 	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO2	-Conduct an Integrated marketing communication plan	2	2	 □ Exercises □ Assignments □ Seminars □ Projects □ Practices □ Others 	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO3	 -The steps of an effective advertising management process. -Recognize when to use an in-house advertising approach and when to employ an external advertising 	4	4	 □ Exercises □ Assignments □ Seminars □ Projects □ Practices □ Others 	The course homework is a practical case, through which we aim to help the student to solve practical cases.

Ministry of Higher Education



الجمهورية العربية السورية

وزارة التعليم العاليي

الجامعة الافتراضية السورية

Syrian Virtual University

	-The types of appeals - Develop the message strategies - Using an effective spokesperson or source in an advertising message.				
ILO4	-Design a media strategyStudy the advantages of various media in developing a communication program.	2	2	Exercises Assignments Seminars Projects Practices Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO5	 Examine the advantages, and disadvantages for sales promotion tools. Examine the role of personal selling in communication mix. Examine the role of public relation in communication mix. Examine the role of direct marketing in communication mix. Examine the role of alternative marketing in communication mix. 	10	10	Exercises Assignments Seminars Projects Practices Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO6	-Develop measures of communication mix.	2	2	Exercises Assignments Seminars Projects Practices Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.

6- Assessment Criteria (Related to ILOs)

Ministry of Higher Education



الجمهورية العربية السورية

وزارة التعليم العاليي

الجامعة الافتراضية السورية

Syrian Virtual University

ISC	Interactive Synchronized Collaboration	Ex	Exams		Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Wo	rk		

ILO				Asse	ssment	Туре	
Code	ILO	Intended Results	ISC	PW	Ex	PF2F	Rpt
	The student analyzes the communications process, integrated marketing communication concept and its role in marketing mix, as well as how advertisers can use an understanding of buyer behavior to develop effective communication mix.	Define the concept of communication process.	X		X		X
ILO1		Understand the integrated marketing communication concept and its role in marketing mix	X		X		X
		Explore how advertisers can use an understanding of buyer behavior to develop effective communication mix.	X		X		X
	The student discusses the integrated marketing communication plan.	-Prepare a promotions opportunity analysis	X		X		X
ILO2		Conduct an Integrated marketing communication plan examines the creative proces	X		X		X
ILO3	The student should be able to apply the activities of	-Understand the steps of an	X		X		X

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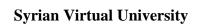
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الجامعة الافتراضية السورية

Syrian Virtual University

	advertising management and design.	effective advertising management process.			
		- Recognize when to use an in-house advertising approach and when to employ an external advertising agency.	X	X	X
		Analyze the Types of appeals	X	X	X
		Develop the message strategies	X	X	X
		- Analyze an effective spokesperson or source in an advertising message.	X	X	X
	The student argues about the activities are involved in creating a media strategy, and propose the advantages and disadvantages of the various forms of media used in advertising.	Design a media strategy.	X	X	X
ILO4		-Study the advantages of various media in developing a communication program.	X	X	X

Ministry of Higher Education





الجمهورية العربية السورية

وزارة التعليم العاليي

الجامعة الافتراضية السورية

		Examine the advantages, and disadvantages of sales promotion tools	X	X	X
	The students argues about sales promotion, personal selling, public relation, direct marketing, alternative marketing, and its role in communication mix.	Examine the role of personal selling in communication mix.	X	X	X
ILO5		Examine the role of public relation in communication mix.	X	X	X
		Examine the role of direct marketing in communication mix	X	X	X
		Examine the role of alternative marketing in communication mix.	X	X	X
ILO6	The student analyzes communication measures, and evaluates the communication	Analyzes communication measures	X	X	X
ILU0	strategies	evaluates the communication strategies	X	X	X

7- Practice Tools:

Tool Name	Description

8- Main References

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9- Additional References

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