

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
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.

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#### 4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	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.
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 the advantages and disadvantages of the various forms of media used in advertising.
ILO5	The students argues about sales promotion, personal selling, public relation, direct marketing, 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	<ul style="list-style-type: none"> <li>- The concept of communication process</li> <li>- The concept of integrated marketing communication</li> <li>- The role of integrated marketing communication in the marketing mix.</li> <li>- The role of understanding the buyer behavior in developing an effective communication mix.</li> </ul>	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> 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	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.
ILO3	<ul style="list-style-type: none"> <li>-The steps of an effective advertising management process.</li> <li>-Recognize when to use an in-house advertising approach and when to employ an external advertising</li> </ul>	4	4	<input type="checkbox"/> Exercises <input type="checkbox"/> <b>Assignments</b> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The course homework is a practical case, through which we aim to help the student to solve practical cases.

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

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

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	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
		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
ILO2	The student discusses the integrated marketing communication plan.	-Prepare promotions opportunity analysis	X		X		X
		- 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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	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
ILO4	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
		-Study the advantages of various media in developing a communication program.	X		X		X

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