**Course Descriptor**

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| Title of the Minor | **Communication in Business** | | |
| Title of the course | **Integrated Marketing Communications** | | |
| Prerequisites | General / strategic management and corporate communications | | |
| ECTS workload | 5 | | |
| Total indicative study hours | Directed Study | Self-directed study | Total |
| 60 | 130 | 190 |
| Intended Learning Outcomes | The course explains the foundations of relationship marketing and the use of integrated marketing communications for the purpose of reaching strategic goals of the company. The students will get acquainted with the principles of using various marketing communications technologies, as well as with the means of integrating and synchronizing them for ensuring desired impacts on key stakeholders of the company.  Intended Learning Outcomes are as follows:   * being able to lead and structure communication process based on communication aims and surrounding environment; * being able to develop company’s marketing strategy as well as plan, implement and monitor the actions that are aimed at its successful realization. | | |
| Indicative Course Content | **Topic 1. Introduction to Marketing Communications and IMC Framework**  Definition of marketing communications. Goals and principles of marketing communications. Marketing communications as part of the marketing mix. The difference between marketing communications and integrated marketing communications (IMC). The IMC Framework: IMC Process Model, IMC Planning Model, IMC Mix Model. Definition, principles and key features of IMC. The object of IMC – stakeholders.  **Topic 2. Relationship Marketing and Customer Relationship Management**  Transition from transactional to relationship marketing. The role of marketing communication in relationship marketing. CRM, customer loyalty, brand loyalty. Retaining vs. attracting customers dilemma. Database marketing.    **Topic 3. Marketing Communications Psychology and Ethics**  Marketing communications psychology. Communication models. Marketing communications and buyer behavior. Stages in decision making. Emotional marketing. Marketing communications ethics. Ethical concerns in IMC. Integrated CSR communication.  **Topic 4. Market Research for Decision-Making**  The role of market research in marketing communications. Marketing research process. Advertising research (brand-tracking, communication measurement). Stakeholder measurement (loyalty, customer satisfaction). Panel-based research (consumer-panel, audience measurement). New tools in market research (brand and customer experience).    **Topic 5. The IMC Planning, Implementation and Control**  Marketing communications plan. Market segmentation. Identifying target audiences and profiling target markets. Setting objectives, developing strategy and tactics. Scheduling and budgeting. The creative process, the role of creative brief.  Media Implementation. The media implementation cycle. Target audience decisions. Media budget, selection and scheduling. Media evaluation.  Evaluation and Control of IMC. Evaluation before, during and after the campaign. Evaluation of specific campaign elements.  **Topic 6. The IMC Mix**  Types of marketing communication (ATL, BTL, TTL). PR and publicity, event marketing, advertising, direct marketing, sales promotion, personal selling, interactive marketing  .  **Topic 7. International Context of IMC**  The scope of international marketing. International dimensions of marketing communications environment. Standardization versus adaptation of marketing communications. | | |
| Teaching and Learning Methods | The course is heavily based on case studies and active learning methods that ensure self-directed study and group work.  Practitioners’ workshops and guest lectures will add to hands-on learning experience. | | |
| Indicative Assessment Methods and Strategy | Are given in the Course Syllabus | | |
| Readings / Indicative Learning Resources | Mandatory   1. Shin K. Y. The executor of integrated marketing communications strategy: Marcom manager’s working model. Springer Science & Business Media, 2013. 2. Broderick A., Pickton D. Integrated marketing communications. – Pearson Education UK, 2005. URL: <https://s3.amazonaws.com/academia.edu.documents/51601641/David-Pickton-Amanda-Broderick-Integrated-Marketing-Communications-2005.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1518002316&Signature=2ZHzaLyMQ0Ftzid41oG47ebnbis%3D&response-content-disposition=inline%3B%20filename%3DIntegrated_Marketing_Communications_2nd.pdf>   Optional   1. Diehl S. et al. (ed.). Handbook of Integrated CSR Communication. – Springer International Publishing, 2017. 2. Falát L., Holubčík M. The Influence of Marketing Communication on Financial Situation of the Company – A Case from Automobile Industry //Procedia engineering. 2017. Vol. 192. P. 148-153. 3. Holm O. Integrated marketing communication: from tactics to strategy //Corporate Communications: An International Journal. 2006. Vol. 11(1). P. 23-33. 4. Kitchen P. J., Burgmann I. Integrated marketing communication: Making it work at a strategic level //Journal of Business Strategy. 2015. Vol. 36(4). P. 34-39. 5. Kumar N. N. Vodafone marketing communications //Emerald Emerging Markets Case Studies. 2012. Vol. 2(8). P. 1-8. 6. Luxton S., Reid M., Mavondo F. Integrated marketing communication capability and brand performance //Journal of Advertising. 2015. Vol. 44(1). P. 37-46. 7. Reid M., Luxton S., Mavondo F. The relationship between integrated marketing communication, market orientation, and brand orientation //Journal of advertising. 2005. Vol. 34(4). P. 11-23. 8. Tocquer G. Pepsodent: marketing strategy at the bottom of the pyramid //Emerald Emerging Markets Case Studies. 2017. Vol. 7(4). P. 1-16. 9. Vel K. P., Sharma R. Megamarketing an event using integrated marketing communications: the success story of TMH //Business strategy series. 2010. Vol. 11(6). P. 371-382. | | |
| Course Instructor | Kimmo Alajoutsijärvi, Elena M. Zelenskaya, Anna O. Daviy, visiting experts | | |