

SYLLABUS  
PART I  
EDISON COMMUNITY COLLEGE  
MKT 219S INTEGRATED MARKETING COMMUNICATIONS  
3 CREDIT HOURS

**COURSE DESCRIPTION**

The principles of integrated marketing communications, including all components of the promotion mix (advertising, sales promotion, public relations, and personal selling). Students will focus on production of advertisements, selection of media, and budget preparation, and will plan and execute a comprehensive promotional campaign.

**COURSE GOALS**

The student will:

Bloom's Level		Program Outcomes
2	1. Describe the role of Integrated Marketing Communications in the business environment.	6,8
4	2. Explain how the varied media choices are selected and integrated for a successful promotional campaign.	8,10
4	3. Analyze the effectiveness of an ad campaign.	4,8
2	4. Summarize current and future environmental, ethical and regulatory issues in marketing communications.	2,3,4,6,9
2	5. Explain the role of sales promotion, public relations, direct marketing, point-of-purchase communication and personal selling.	4,8,10
3	6. Relate the ways in which behavioral foundations impact marketing communications.	3,6
3	7. Demonstrate an understanding of career opportunities in advertising.	6,10
5	8. Design a comprehensive promotional campaign for a product or brand, as part of a team of students.	1,2,5,8,10,11

**CORE VALUES**

The Core Values are a set of principles that guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

**TOPIC OUTLINE**

1. The marketing environment and how promotion and communication are integrated
2. Behavioral foundations of marketing communications: consumer values, consumer decision-making model, attitudes and persuasion
3. Environmental influences on marketing communications: demographics, ethical and regulatory issues
4. Overview of the promotion management process
5. Media advertising, including creative strategy, message appeals, media selection, and assessment of advertising effectiveness
6. Sales promotion opportunities (both trade and consumer-oriented sales promotion)
7. The importance of integrating advertising, sales promotion, direct marketing, public relations, and social media
8. The role of personal selling and sales management in the promotion mix