

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	1108662	SEMESTER OF STUDY	6
COURSE TITLE	INTEGRATED MARKETING COMMUNICATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops-Project Work		4	4
COURSE UNIT TYPE	Specialization Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	YES (in English)		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=115		

2. LEARNING OUTCOMES

Learning Outcomes

Purpose of the course is to introduce students to the significance of developing and implementing an integrated marketing plan based on the integration of various communication functions such as direct marketing, advertising, public relations, sponsoring, sales promotion and digital marketing.

Upon successful completion of this module the learner will be able to:

- Identify the role of integrated communications in the management of corporate communication
- Recognize the importance of integrated communications in the digital era
- Compare the contribution of each communication function in the design of the integrated marketing plan
- Develop integrated marketing plans for businesses and organizations
- Evaluate effectiveness of integrated marketing plans through case studies

General Skills

- Search, analysis and synthesis of data with the use of new technologies
- Teamwork
- Planning and management of projects
- Respect for difference and multiculturalism

3. COURSE CONTENTS

The course is organized around topics such as:

- Introduction to the concept of integrated marketing communications and its importance in

<p>the digital era.</p> <ul style="list-style-type: none"> - The role of integrated communications in communication strategy - Analysis of constituent parts of the integrated communications mix (advertising, sales promotion, direct marketing, public relations, sponsoring, digital marketing) - Stages in the development of the integrated communication plan (research, segmentation, positioning, creative idea , media plan, evaluation) - Managing communication with various stakeholders and publics - Analysis of case studies <p>#</p>
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4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS (Moodle).#	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Presentation of Case Studies, Class Discussions	26
	Preparation of Group Project	23
	Independent and Directed Learning	25
		100
ASSESSMENT METHODS	<p>I. Final Examination (70%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions - Short answer questions - Problem solving - Comparative evaluation of contribution of aspects of each communication function to the effectiveness of integrated marketing plan <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Group Project (30%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - written work - public presentation <p><u>Evaluation Objective:</u> To examine students' skills and to enhance students' teamwork skills.</p> <p><u>Evaluation Criteria:</u> Degree of specifications' satisfaction, Categorization-organization-adaptation of material, structure and clarity of written text, organization and management of teamwork project and presentation.</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Books

- Belch, G. & Belch, M. (2009). *Advertising and Promotion: Integrated Marketing Communication* (8th edition), McGraw-Hill (translated into Greek, Tziolas Publications 2012)
- Schultz, D., Patti C, Kitchen P. (eds)(2011). *Integrated Marketing Communications in the 21st Century*, Ro
- Caywood, Clarke (2011). *The Handbook of Strategic Public Relations and Integrated Communications*, 2nd ed., McGraw-Hill.
- Blakeman Robyn (2007). *Integrated Marketing Communication: Creative Strategy from Idea to Implementation*. Rowman & Littlefield Publishers.
- Wilson, L., & Ogden, J. (2008). *Strategic communications planning for effective public relations and marketing (5th ed.)*. Dubuque, Iowa: Kendall Hunt Publishing Company.
- Hendrix, J. (2004), *Public Relations Cases*, (6th edition) Wadsworth/Thomson Learning (translated in Greek, Ion Publications, 2008) .
- Reis, Al and Trout, Jack (2000). *Positioning. The Battle for your mind*. McGraw-Hill.

Selected articles from journals such as:

- *Corporate Reputation Review*
- *Journal of Advertising*
- *Journal of Advertising Research*
- *Journal of Business Research*
- *Journal of Promotion Management*
- *Journal of Marketing Communications*
- *Journal of Marketing Management*
- *Journal of Communication Management*
- *International Journal of Advertising*
- *Public Relations Review*
- *Strategic Communication Management*