COURSE OUTLINE

1. GENERAL

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

4. TEACHING METHODS - ASSESSMENT

| MODE OF DELIVERY | Support of the learning process through the LMS platform of PUAS (Moodle).
| USE OF INFORMATION AND COMMUNICATION TECHNOLOGY |

<table>
<thead>
<tr>
<th>TEACHING METHODS</th>
<th>Method description</th>
<th>Semester Workload</th>
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<tr>
<td>Lectures</td>
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<td>Presentation of Case Studies, Class Discussions</td>
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<tr>
<td>Preparation of Group Project</td>
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<td>Independent and Directed Learning</td>
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ASSESSMENT METHODS

I. Final Examination (70%) (Summative Evaluation) includes:
- 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

Evaluation Objective: To understand the fundamentals of the course.
Evaluation Criteria: Comprehensiveness, accuracy, and critical evaluation.

II. Group Project (30%) (Summative Evaluation) includes:
- written work
- public presentation

Evaluation Objective: To examine students' skills and to enhance students' teamwork skills.
Evaluation Criteria: Degree of specifications' satisfaction, categorization-organization-adaptation of material, structure and clarity of written text, organization and management of teamwork project and presentation.

5. RESOURCES

- Recommended Book and Journal Article Resources:
Books


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