

## Integrated Marketing Communications – MKTG 289

### Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE:	Pre 1989
OUTLINE EFFECTIVE DATE:	September 2024
COURSE OUTLINE REVIEW DATE:	April 2029

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#### GENERAL COURSE DESCRIPTION:

The purpose of this course is to gain an overview of the marketing communications process as it applies to marketing in organizations. Using case studies, a simulation, and other aspects of the marketing mix, students gain experience with Integrated Marketing Communications (IMC) strategies to understand the interrelationships between business performance and marketing communications.

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**Program Information:** This course is required for the Business Management Diploma – Marketing and the Tourism Management Diploma. It can be used as an elective in other programs.

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**Delivery:** This course is delivered face-to-face and online.

**COTR Credits:** 3

**Hours for this course:** 45 hours

#### Typical Structure of Instructional Hours:

Instructional Activity	Duration
Lecture Hours	45
Seminars / Tutorials	
Laboratory / Studio Hours	
Practicum / Field Experience Hours	
Other Contact Hours	
<b>Total</b>	45

#### Practicum Hours (if applicable):

Type of Practicum	Duration
On-the-job Experience	N/A
Formal Work Experience	N/A
Other	N/A
<b>Total</b>	

**Course Outline Author or Contact:**

Greg McCallum, MA, TCM

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Signature

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**APPROVAL SIGNATURES:**

Department Head

Erin Aasland Hall

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Dean of Business and University Arts &amp; Science

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Department Head Signature

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Dean Signature

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Valid from: September 2024 – April 2029

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Education Council Approval Date

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**COURSE PREREQUISITES AND TRANSFER CREDIT:****Prerequisites:** A minimum of C- (55%) in MKTG 281**Corequisites:** None**Flexible Assessment (FA):**

Credit can be awarded for this course through FA

☒ Yes☐ No

Learners may request formal recognition for flexible assessment at the College of the Rockies through one or more of the following processes: External Evaluation, Worksite Assessment, Demonstration, Standardized Test, Self-assessment, Interview, Products/Portfolio, Challenge Exam. Contact an Education Advisor for more information.

**Transfer Credit:** For transfer information within British Columbia, Alberta and other institutions, please visit <http://www.cotr.bc.ca/Transfer>.

Students should also contact an academic advisor at the institution where they want transfer credit.

**Prior Course Number:** BUAD 229 ⇔⇔ MKTG 289**Date changed:** June 2010

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## Textbooks and Required Resources:

Textbook selection varies by instructor and may change from year to year. At the Course Outline Effective Date the following textbooks were in use:

George E. Belch, Michael A. Belch: Advertising and Promotion: An Integrated Marketing Communications Perspective with Connect, McGraw-Hill, 2023

Recommended: Dave Chaffey & Fiona Ellis-Chadwick: Digital Marketing, Pearson, 2022

Practicum: Ian Dodson: The Art of Digital Marketing, Wiley, 2016

*Please see the instructor's syllabus or check COTR's online text calculator <https://textbook.cotr.bc.ca/> for a complete list of the currently required textbooks.*

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## LEARNING OUTCOMES:

Upon the successful completion of this course, students will be able to:

- Explain the concept of Integrated Marketing Communications and its benefits for business;
  - Examine how integrated marketing communications can enhance brand equity, brand relationship, and influence consumer behaviour;
  - Apply the fundamentals of marketing communications, including targeting, positioning, and budgeting;
  - Evaluate the effectiveness of various digital marketing tools applied in an IMC strategy;
  - Evaluate strategies that apply Indigenous perspectives and are culturally responsive; and
  - Develop an original marketing communications strategy based on the application of the principles of IMC
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## COURSE TOPICS:

- Understanding Integrated Marketing Communications (Overview, Strategic Planning, Principles, Branding Strategy)
- Planning for Integrated Media (Creative, Broadcast, Print, Out-of-Home Media, Direct Response, Online + Interactive Communication Strategies)
- Planning for Integrated Marketing (Sales Promotion, Public Relations, Experiential Marketing, Events + Sponsorships, Personal Selling)
- Measuring Plan Performance (Evaluating Marketing Communications Programs)
- Online Advertising
- Email Marketing
- Online Reputation Management

*See instructor's syllabus for the detailed outline of weekly readings, activities and assignments.*

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## EVALUATION AND ASSESSMENT:

Assignments	% Of Total Grade
Assignments	25%
Class Participation	5%
Midterm	20%
Final Project	30%
Final Exam	<u>20%</u>
Total	100%

*Please see the instructor's syllabus for specific classroom policies related to this course, such as details of evaluation, penalties for late assignments and use of electronic aids.*

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## EXAM POLICY:

Students must attend all required scheduled exams that make up a final grade at the appointed time and place.

Individual instructors may accommodate for illness or personal crisis. Additional accommodation will not be made unless a written request is sent to and approved by the appropriate Department Head prior to the scheduled exam.

Any student who misses a scheduled exam without approval will be given a grade of "0" for the exam.

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## COURSE GRADE:

Course grades are assigned as follows:

Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Mark (Percent)	≥ 90	89-85	84-80	79-76	75-72	71-68	67-64	63-60	59-55	54-50	< 50

Certificate and diploma students are required to maintain a minimum course grade of C- (55%) in all program courses. BBA students are required to maintain a minimum course grade of C (60%) and an average course grade of C+ in all program courses that contribute to the BBA.

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## ACADEMIC POLICIES:

See [www.cotr.bc.ca/policies](http://www.cotr.bc.ca/policies) for general college policies related to course activities, including grade appeals, cheating and plagiarism.

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## COURSE CHANGES:

Information contained in course outlines is correct at the time of publication. Content of the courses is revised on an ongoing basis to ensure relevance to changing educational, employment and marketing needs. The instructor endeavours to provide notice of changes to students as soon as possible. The instructor reserves the right to add or delete material from courses.