

## Integrated Marketing Communications – MKTG 289

### Business Management Program

### Course Outline

COURSE IMPLEMENTATION DATE:	Pre 1989
OUTLINE EFFECTIVE DATE:	January 2019
COURSE OUTLINE REVIEW DATE:	September 2024

#### 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. At the end of the course the student understands the interrelationships between business performance and marketing communications.

**Program Information:** This course is required for the Business Management Diploma – Marketing and the Tourism Management Diploma.

**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:**

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Signature

**APPROVAL SIGNATURES:**

Department Head  
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Department Head Signature

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Dean Signature

EDCO

Valid from: January 2019 – September 2024

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Education Council Approval Date

**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

## 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:

Tuckwell, Keith (2018). *Integrated Marketing Communications - Strategic Planning Perspectives*, 5<sup>th</sup> Ed. Toronto, Ontario. Pearson, Canada.

Larson, J., & Draper, S. (2017). *Digital Marketing Essentials*. Rexburg. STUKENT

Please see the instructor's syllabus or check COTR's online text calculator <http://go.cotr.bc.ca/tuition/tCalc.asp> 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

### Knowledge

- understand the concept of Integrated Marketing Communications;
- understand marketing communications challenges, including how marketing communications can enhance brand equity, influence consumer behaviour, and be accountable; and
- understand how marketing communications can facilitate the success of new brands.

### Comprehension

- comprehend the fundamentals of marketing communications, including targeting, positioning, and budgeting;
- understand the basics of traditional and digital advertising, sales promotion, and other marketing communication tools such as public relations, sponsorships, signage and point of purchase communications; and
- understand the constraint of marketing communications, including ethical issues, regulatory issues, and environmental concerns.

### Application

- apply IMC theories to chapter assignments;
- apply various marketing communications tools to a final IMC project; and
- apply sustainability principles to the final IMC project.

### Analysis

- analyze how businesses should come up with corresponding strategies in their IMC initiatives when faced with such issues as climate change, natural resource depletion, environment deterioration, corporate scandals, etc; and
- analyze successful examples of how businesses have adapted their IMC strategies to reflect changed consumer behaviour and how such strategic adjustments have contributed to their business performance.

### Synthesis

- combine research skills, IMC theories, sustainability principles, presentation skills and teamwork spirit into the completion of course deliverable.

### Evaluation

- evaluate the weight of environmental and social sustainability considerations in corporate IMC strategies; and
- assess the ideas and work of other group members and classmates.

### Teamwork and Communication

- participate in classroom discussions and presentations; and
  - work on a team IMC project that targets on analyzing sustainable corporate IMC strategies.
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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.