



COURSE SYLLABUS

Course Title	Course Code	Semester	Course Hour/Week		Credit	ECTS
Integrated Marketing Communication	CODE 202	3	Theory 3	Practice 0	3	6
Course Type	Compulsory Courses	Department Elective	Faculty Elective	University Elective	CoHE (YÖK) Compulsory	Other
	√	-	-	-	-	-
Level of Course	Associate Degree (Short Cycle)		Undergraduate (First Cycle)		Graduate/ Doctoral (Second /Third Cycle)	
	-		YES		-	

Language of Instruction	English
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Course Instructor(s)	Assoc. Prof. Dr. Nuran Öze	E-mail : nuran.oze@arucad.edu.tr
Course Objectives	<p>Marketing, and Marketing Communications in particular, has changed forever. And it has all happened since the last edition of this book – the 4th edition – written way back in 2005. What’s changed? Two things essentially: first, Social Media arrived and changed the communications model, the budget allocation, workflows and even the definition of media, communications and customer experience as they morphed together. Second, marketing standards have slipped backwards as customer service got sloppier; whether due to arduous automated telephone queuing systems, sloppy websites or demotivated staff suffering incessant corporate cuts. The good news is that marketers are now effectively presented with a major opportunity to be outstanding by just doing the basics right. In fact, they can become world-class players if they layer on top some creativity, disciplined processes and constant improvement. Marketers have also got the opportunity of getting back into the boardroom as social media positions marketing at the centre of the business; listening to customers, extending the brand experience and reaching out and collaborating with stakeholders in previously entirely unimaginable ways, compared with just a few years ago. Social Media – if fully integrated – draws marketers into Product Portfolio Planning; New Product Development; Customer Engagement; Customer Relationship Management; Lifetime Values. In fact, social media has created a new Marketing Utopia – listening and engaging, and effectively inviting customers to shape the future of the business. This requires new skills, which have been explored throughout the course. This 5th edition also has a subtle theme of creativity integrated throughout. Creativity – with structured processes and workflows behind it, combined with Social Media – can deliver significant results.</p>	

Course Learning Outcomes	<ul style="list-style-type: none"> • Understand the changing communications environment • Understand the importance of integrated marketing communication • Understand the basic elements of integrated marketing communication • Grasp the importance of social media • Consider applying the ladder of engagement • Understand the importance of integrating traditional marketing tools with digital marketing tools in the success of the business • Able to create an integrated marketing plan
Course Content	Integrated Marketing Communication provides students with a foundational understanding of all the key elements of a comprehensive marketing strategy for an organization, from marketing and advertising to sales, business-to-business and direct-to-consumer marketing channels, public relations, social media, and basic consumer data analytics. Students of these programs learn how to integrate these elements to develop a cohesive marketing plan across multiple platforms that address the needs and interests of diverse potential and current consumers.

COURSE OUTLINE/SCHEDULE			
Week	Topic	Implementati on (theory/practi ce)	Required Reading, Preliminary preparation
1	Syllabus Review	T	Course requirements, assignment and assessment policies, and reading lists.
2	Changing communications environment and the importance of integrated marketing communication	T	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch.1
3	Customer relationship management	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch.3
4	Customer psychology and buyer behaviour	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch.4
5	Media buying and planning	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch.7
6	The marketing communications plan	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch.10
7	Discussions on Project	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson.

8	Mid-Term Exams		Assignment Submission: Brand Selection & Rationale
9	Advertising online and offline	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch. 13
10	Publicity and public relations – online and offline	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch.14
11	Sponsorship – online and offline	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch.15
12	Sales promotions – online and offline Direct mail – online and offline	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch. 16
13	Websites and social media	T/P	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson. Ch. 21
14	Presentations	T/P	Project Presentation
15	Final Project Submission	T/P	Report Submission

Required Course Material(s) / Reading(s)/ Text Book(s)	Smith, P., R. & Zook, Z. (2011). Marketing Communication: Integrating Offline and Online with Social Media. 5th Edition. Pearson.
Recommended Course Material(s)/ Reading(s) /Other	<p>Kotler, P. & Keller, K. L. (2016). Marketing Management. Global Edition. Pearson.</p> <p>Percy, L. (2018). Strategic Integrated Marketing Communications. UK: Routledge.</p> <p>Lindstorm, M. (2010). buy-ology: Truths and Lies About Why We Buy. Broadway Books.ISBN: 978-0-385-52389-9</p> <p>Klein, N. (2009). No Logo: 10th Anniversary Edition with a New Introduction by the Author. ISBN-13: 978-0312429270</p> <p>Holtzhausen, D., Fullerton, J. A., Lewis, B. K., & Shipka, D. (2021). <i>Principles of strategic communication</i>. Routledge</p>

ASSESSMENT		
Learning Activities	NUMBER	WEIGHT in %
Mid-Term (Assignment Submission)	1	30
Quiz	-	-
Assignment	-	-
Project	-	-
Field Study	-	-
Presentation / Seminar	1	20
Studio Practice	-	-
Discussion	-	-
Other	-	-
Contribution of Final Examination/<u>Final Project</u>/ Dissertation to the Final Grade	1	50
TOTAL	3	100

CONTRIBUTION OF COURSE LEARNING OUTCOMES TO PROGRAMME LEARNING OUTCOMES						
No	PROGRAMME LEARNING OUTCOMES	Level of Contribution (1- lowest/ 5- highest)				
		1	2	3	4	5
1	Develop advanced practical skills in a range of commercial and creative contexts including graphic and audiovisual multimedia design.				√	
2	Have a wide range of knowledgeable, critical and creative approaches to understanding the principles of digital media in contemporary culture.					√
3	Create an understanding of the impact and importance of digital culture in its diverse global forms.	√				
4	Be able to communicate and market created works across on various digital platforms in their diverse global forms.			√		
5	Develop an understanding of the distinct qualities of the discipline and its major assumptions, debates and theoretical models.	√				
6	Learn practiced-based skills in graphic design, interactive media, including web design and video production, alongside the theoretical analysis of new modes of content creation.					√
7	Develop understanding of data, data visualization and be able to create information based graphics and visual elements.					√

8	Be able to follow and adapt to current trends in digital world to implement them on multimedia productions created.	√			
9	Gain game development skills such as game design, story writing, character development and basic scripting.	√			
10	Have an understanding of different eras in media in a historical context and acquire a deep understanding of the ethical and legal responsibilities associated with being a communicator and content creator and	√			
11	Work efficiently independently and also within a team, meeting the deadlines and completing high quality projects.	√			
12	Develop a comprehensive digital portfolio of the works you produce, which includes research, thesis, news articles, films, websites, photo essays, and animations.				√

ECTS / STUDENT WORKLOAD				
ACTIVITIES	NUMBER	UNIT	HOUR	TOTAL (WORKLOAD)
Course Teaching Hour (X weeks * total course hours)	14		3	42
Preliminary Preparation and self- study	14		3	32
Mid-Term	1		20	20
Quiz	-		-	-
Assignment	-		-	-
Project	-		-	-
Field Study	-		-	-
Presentation / Seminar	1		20	20
Studio Practice	-		-	-
Final Examination/ Final Project/ Dissertation	1		30	30
Other	-		-	-
TOTAL WORKLOAD				144/25
TOTAL WORKLOAD / 25				5,76 = 6
ECTS				6

ETHICAL RULES WITH REGARD TO THE COURSE
<p>Plagiarism Disclaimer</p> <p>Detected and undetected plagiarism is a serious offence at any time and it could have devastating effects on your degree result and future professional lives.</p> <p>Plagiarism is easy to avoid if you make sure to identify and acknowledge your sources thoroughly and do not copy directly from visual examples, designs, or notes that have in turn been taken word for word from your sources.</p> <p>Maximum accepted similarity is 20%.</p>

ASSESSMENT DETAILS AND EVALUATION CRITERIA:

Final Grades will be determined according to the Course Learning Activities and Final Examination/ Project/ Dissertation Assessment Details as below, and comply with the Education and Examination Regulation set forth by the University.

Throughout the course, students will learn the theoretical base of integrated marketing communication and catch a chance to apply a campaign in real world for SMEs. Also, students are expected to improve their marketing event organization abilities with the knowledge they have gained in the course.

During the class sessions, participation is a very important input for the learning process for the students.

Assignments

There are a total of two assignments during the 14-week semester. So, not all weeks will have assignments. It is your responsibility to know which weeks do and do not have a required assignment.

Brand Selection & Rationale

Due Date: 3rd Week (Without point)

Create a brand that will be the focus of your integrated marketing plan for the class.

Note: You must create a brand for your Integrated Marketing Plan which has to have at least four marketing tools.

You must include the name of your brand and provide a brief rationale for answering the following titles:

- a. Name of the company
- b. Field of the company
- c. Why you will create this company?
- d. Your brand's goals and business objectives (SMART approach)

These assignments, Final Report and Presentation will need to be turned into the instructor via MS Teams and hardcopy as well.

Be sure to consult the client selection instructions as outlined in the Course Design section of this syllabus before working on this assignment.

Assignment 1: (30 points)

Integrated Marketing Strategy Plan, Tactical Plan & Editorial Calendar: Due Date: 7th Week

Your integrated marketing Strategy and Tactical Plan will be the backbone of your integrated marketing plan. You will use a template that you prefer to fill out the following sections of your integrated marketing strategy:

Your brand's goals and business objectives: List 2-3 business goals and 5-7 business objectives that will help you accomplish those goals. The business objectives must follow the SMART approach as outlined in the template.

You must select a brand for your integrated marketing plan that has at least one existing integrated marketing channel.

SWOT analysis: Using the SWOT table provided in the template, plot out the strengths, weaknesses, opportunities, and threats for your brand. Include these as bullet points and avoid writing long copies or paragraphs. Provide a brief 1-2 paragraph rationale for your SWOT Analysis that explains the strengths, weaknesses, opportunities, and threats in more in-depth.

Competitive analysis: Compile a list of 3-5 main competitors for your selected brand. For each competitor, list which media channels they are using. Include a brief paragraph that describes their content strategy. Consider the following questions as you create your response:

- What kind of posts are they publishing?
- What is unique about the content they are posting?

- Describe each competitor's engagement activity in terms of feedback from what you can see on each tool (This can be a rough estimate).

Target audience: Based on the research you have conducted on your selected brand, briefly describe your brand's target audience in 1-2 short paragraphs. Include demographics (gender, age range, geographic location, etc.), and psychographics (interests, preferences, etc.). Use the buyer persona template to create 2-3 buyer personas that represent individuals of the target audience for your brand.

Integrated Marketing Tools: List which integrated marketing tools (public relations, face-to-face, ads, sales promotions, direct marketing, social media etc.) you plan to use for the integrated marketing content of your brand. For each content management platform, provide a brief paragraph on how it will benefit your integrated marketing content. **You must select at least one content platform for your brand.**

Integrated marketing tools and rationale: Select at least three integrated marketing channels for your brand. For each integrated marketing channel, you select, you will need to include a brief rationale explaining why it will help accomplish your brand's objectives and why you think it will effectively reach your brand's target audience.

Tactical plan: Your tactical plan will list and detail the tactics you will use to generate and convert leads, increase followers, and engage audiences for your selected brand. You must include a total of **8-10 tactics** from the list of tactics provided in Week 3's readings for this assignment. For each tactic, you will need to include a brief rationale as to why you plan to include that tactic in your integrated marketing strategy plan. You must also include a proposed budget for each tactic and provide a rationale of for that budget should be allocated to each tactic.

Note: There are many components to this assignment. It is recommended that you do not wait too late to start working on your integrated marketing strategy and tactical plan. This assignment will also be used for future assignments in the course.

For this assignment, you will need to create an integrated marketing strategy plan and a 30-day editorial calendar.

The integrated marketing strategy plan will provide a general outline of the activities you will be organizing with the different marketing tools you selected in your integrated marketing strategy. The integrated marketing should be a one-page document in Microsoft Word that lists out the kind of marketing tools you will do for your brand in a bullet-list format.

You will also be creating a comprehensive integrated marketing campaign and editorial calendar, which will be a high-level overview of the types of activities you will be organized using the integrated marketing plan you created as a guide.

For the editorial calendar, **outline monthly activities per marketing tool for the 30 days.** Be mindful of each channel's character counts for status updates. Be clear in identifying which network the content is for. You will not need to write at least one activity collaborative campaign detail each marketing tool. Just include an outline for each of these marketing tools on the calendar.

Note: Your calendar does not need to contain any specific dates. This calendar will be used to show a sampling of the kind of activities you will do in each month for your selected brand.

Assignments 1 in this course are awarded points according to the following criteria:

Your brand's goals and business objectives (SMART approach)

SWOT analysis (5 points)

Competitive analysis (5 points)

Target audience (5 points)

Integrated Marketing Tools (5 points)

Integrated marketing tools and rationale (5 points)

Tactical plan (5 points)

Live Presentation PowerPoint (20 points)

Due Date: 14th Week

Summary

Your final project for this course will require you to create for a month an integrated marketing plan in a Microsoft Word document and as a final presentation in PowerPoint. Your word document will include your fully integrated marketing plan using Assignments 1-3 in this course as well as identifying the tools you need for your plan, a budget for your proposed integrated marketing efforts, and a detailed campaign designed to attract more followers and increase engagement.

You will present your integrated marketing plan to the instructor via PowerPoint live during week 13 of the course face-to-face.

Below are the details of when the integrated marketing plan is due as well as times for the live presentations.

Final Project Live Presentation Details

You will present your integrated marketing campaign plan to your instructor during your scheduled time.

Your live final presentation must include a PowerPoint.

Requirements include:

- 15 slide minimum, 20 slides maximum
- Time limit: 20-30 minutes
- Clearly outline the presentation in correspondence with the structure outlined below

Structure of the Presentation:

- Goals and objectives (1 slide)
- Key findings from your integrated marketing audit and competitive analysis (2 slide)
- Outline each integrated marketing tools you selected for the plan and a brief rationale for each (1 slide)
- Integrated marketing tactical plan outlining the efforts your brand will use to generate leads and engage audiences (1 slide)
- Outline of integrated marketing strategy and integrated marketing tools (2 slide)
- Outline the tools your team will use for integrated marketing campaign management and analytics purposes and a rationale for each one (3 slide)
- Brief description of your integrated marketing campaign (2 slide)
- **Sales pitch:** Be sure to provide 1 slide including your final sales pitch to the head of marketing of your proposed brand (the instructor for this course). Include the ROI of your plan, a total proposed budget amount for your tactics and campaign, and why that budget should be allocated to integrated marketing. The instructor may challenge you with questions at the end of the presentation so you will need to be prepared to defend your plan. The instructor may or not ask questions based on how well your sales pitch is at the end of your presentation. If any questions are asked, additional time will be added to your presentation without penalty (5 slide).

FINAL PROJECT PRESENTATION RUBRIC:

Organization 15%

Content 45%

Presentation 40%

FINAL PROJECT: 1-MONTH INTEGRATED MARKETING PLAN (50 points)

Due Dates: Integrated Marketing Plan in Microsoft Word Due Final Exam

Written Final Project Details

This assignment will require you to do at least **three creative executions for each of your selected integrated marketing tools**. You will need to use design tools you learned in previous courses in the design

program (Photoshop, Illustrator, etc.). These creative executions will need to look like an actual integrated marketing campaign for your brand as much as possible.

Your integrated plan will be for a month (you will decide which month and resonate it) for your selected brand. The start date of the plan should reflect your understanding of the brand and when you would like them to implement your plan. **You are not expected to create months' worth of individual integrated marketing campaigns as it is an industry best practice to not schedule content out more than a month in advance to keep content relevant.**

You will turn in a Microsoft Word document of your integrated marketing plan with the following items.

- **Executive summary:** Provide an overview of your integrated marketing plan as well as its main selling points. Treat this page as if it will be the only page your brand will see.
- **Table of contents:** Provide page numbers for all sections in your integrated marketing plan.
- Integrated marketing strategy and tactical plan
- Integrated marketing strategy plan and 30-day editorial calendar
- Integrated marketing campaign for your client
- List at least **four integrated marketing communication tools and one integrated marketing analytics tool** and a brief rationale as to why you are selecting each one for your selected brand **(15 points)**
- **Detailed integrated marketing campaign:** The campaign can be any one of the campaign examples presented in the Integrated Marketing Lead Generation and Conversion module of this course. Describe the objectives for the campaign, outline the tools you will need to make it successful, and propose a budget that will be needed to fund your campaign. **(15 points)**
- **Budget for your integrated marketing plan:** Based on the understanding of your client and the budget you created for your tactics in Assignment 1, you will create a budget for all your integrated marketing efforts. Include the individual costs for all your tactics, your proposed integrated marketing campaign, and integrated marketing tools. Include the total cost of all your efforts as the bottom line in the budget. **(10 points)**
- **Write a conclusion providing your final sales pitch for your brand to motivate them to buy off your integrated marketing campaign plan.** Include the ROI of your plan, the total proposed budget amount for your tactics, tools, and campaign, and why that budget should be allocated to integrated marketing. **(10 points)**

Late Work and Make-Up Policy

Work in the class must be turned in on time to receive full credit. Late work can only receive full credit in extreme circumstances (i.e., family emergencies, accident). If you anticipate not making a project deadline due to any emergency, please contact the instructor as soon as possible via Ms Teams.

Late work will be docked the following points:

- | | |
|---|---------------------|
| • Less than an hour late | 5 points off |
| • More than an hour late but less than 24 hours late | 10 points off |
| • More than 24 hours late but less than 48 hours late | 15 points off |
| • More than 48 hours late | 25 points off |
| • A week or later | Not accepted at all |

PREPARED BY	Assoc. Prof. Dr. Nuran Öze
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APPROVED	