**Integrated Marketing Communications (330)**

**Course Syllabus**

**Fall 2024-2025**

**Dr. Asmaa Alfadhel**

**Lecture Time and Location:**

IMC 330/1A : Sunday, Tuesday, Thursday 9:00-9:50 AM

**Contact Information:**

**Location** : CBA Building, First Floor, Department of Management & Marketing

**Email** : asmaa.alfadhel@ku.edu.kw

**Office** : B1-1008

**Social Media** :@MyU AsmaAlfadhel

**Office Hours** : Tuesday, Thursday 11:00-12:00 or by appointment

**Teacher Assistant**: --

**Course Description:**

This course is designed to teach an integrative approach of marketing communications tools, with a specific emphasis on advertising role in marketing planning, crafting advertising message strategy, understanding the principles of media selection and placement, and analysis of audience segmentation to determine the appropriate message and media.

**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus.

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

1) Exhibit competence and comfort with making a sales or persuasive presentation.

2) Develop communication methods to deliver messages to targeted audiences and achieve coordination and consistency in addressing multiple audiences, with multiple messages, using multiple media **LG3 LG2**.

3) Understand the importance of internal as well as external marketing efforts and the necessary coordination of all communication **LG1 LG2 LG3 LG4** .

**Required Material:**

**Textbook**: Integrated Advertising, Promotion and Marketing Communications, Global Edition, 8th Edition, Clow & Baack, 2018

**Additional Material**: Student notes and PowerPoint slides.

**Midterm:** Students will be shown a video ad and will be asked to analyze it and critique it.

**Class Participation**: meaningful participation is important to richen the learning experience. Example of meaningful participation could be raising or answering important questions, sharing relevant comments, sharing relevant material or examples.

**Individual Assignments:** Students will be assigned several assignments as needed to improve their understanding of the material.

**Group Project:** Students will develop a marketing communication plan for business/brand. Instructions will be provided in a separate document.

**Participation in Student Research Pool:** This is an **optional task** for students who would like to earn bonus grades. Students will have to participate in ALL three research sessions. A separate document will be provided detailing the process.

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on: http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

http://www.kuniv.edu/cs/groups/ku/documents/ku\_content/kuw055940.pdf

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes “unauthorized assistance” please email me before the deliverable is submitted.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

|  |  |
| --- | --- |
| **Weight** | **Description** |
| 20% | Assignments |
| 15% | Midterm 1 - Ads Critique (In class) |
| 5% | Project Proposal |
| 10% | Project – Report |
| 10% | Project – Presentation |
| 40% | Final exam |
| 1% Bonus | Professor/ course evaluation |
| 3%Bonus | Student Research Pool (Three Sessions) |
| 100% | TOTAL |

**Grade Distribution:**

|  |  |
| --- | --- |
| **Grade** | **Range** |
| A | ≥ 95 |
| A- | ≥ 90 and < 95 |
| B+ | ≥ 87 and < 90 |
| B | ≥ 83 and < 87 |
| B- | ≥ 80 and < 83 |
| C+ | ≥ 77 and < 80 |
| C | ≥ 73 and < 77 |
| C- | ≥ 70 and < 73 |
| D+ | ≥ 65 and < 70 |
| D | ≥ 60 and < 65 |
| F | < 60 |

**Course Outline:**

|  |  |
| --- | --- |
| **Title** | **Topics** |
| Chapter 1 | IMC – Introduction |
| Chapter 2 | Brand Management |
| Chapter 3 | Consumer Behavior |
| Chapter 4 | The IMC Planning Process |
| Chapter 5 | Advertising Campaign Management |
| Chapter 6 | Advertising Design |
| Chapter 7 | Traditional Media Channels |
| Chapter 8 | Digital Marketing |
| Chapter 9 | Social Media |
| Chapter 10 | Alternative Marketing |
| Chapter 11 | Database & Direct Response Marketing & Personal Selling |
| Chapter 12 | Sales Promotions |
| Chapter 13 | Public Relations & Sponsorships Programs |
| Chapter 14 | Regulations & Ethical Concerns |
| Chapter 15 | Evaluating IMC Programs |

**Important Dates**

|  |  |
| --- | --- |
| **Date** | **Event** |
| 26/10/2024 | Last day to drop a course |
| 23/12/2024 | Last day of classes |
| TBA | Midterm 1 |
| TBA | Project Submission |
| (15, 17, 19)/12/2024 | Presentation |
| 6/1/2025 | Final Exam 11:00AM-1:00PM |

**The syllabus is tentative. The instructor holds the right to change the content of the syllabus, students will be notified with any changes.**

**CBA Vision:**

To be the leading provider of quality business education in the region.

**CBA Mission:**

As part of Kuwait University, the leading national institution of higher education, the College of Business Administration is committed to providing quality business education, engaging in research and community services to contribute to the socio-economic development of the country.

**Undergraduate Program Learning Goals Related to this course:**

**LG1. Decision Making Skills:** A CBA graduate shall be able to recognize the extent of the implications of business decisions, evaluate different proposals based on available facts, and make a well-supported business decision.

**Student Learning Objectives:**

2.1. Recognize the implications of a proposed business decision from a variety of diverse, internal and external, stakeholder perspectives.

2.2. Evaluate the integrity of the supporting evidence and data for a given decision based on business principles.

2.3. Analyze a given business decision using integrative techniques, structures, and frameworks.

**LG2. IT and Computer Skills:** A CBA graduate shall demonstrate capabilities in using general-purpose computer applications

**Student Learning Objectives:**

* 1. Use a word-processing application to type and format a business document.

**LG3. Communication Skills:** A CBA graduate shall be able to communicate effectively in a wide variety of business settings.

**Student Learning Objectives:**

* 1. Write clear, concise, and audience-centered business documents.

1. **Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

* 1. Use appropriate tools to solve a given business problem.
  2. Analyze business problems using suitable business theories and techniques.