



Kuwait University
College of Business Administration
Department of Management and Marketing



Course Syllabus

Dr. Huwail J. Alantari

MKT 330 – Integrated Marketing Communications (IMC)
Spring 2024

Lecture Time and Location

MKT 330 / 01A: Sunday, Tuesday, and Thursday, 2:00 PM – 2:50 PM, Room D1-1006

Contact Information

Location: Management and Marketing Department, First Floor, Zone A

Email: huwail[dot]alantari[at]ku[dot]edu[dot]kw

Office: A1-1060

Office Hours: Sunday, Tuesday, and Thursday, 1:00 PM – 1:50 PM or by appointment

Course Description

This course is designed to teach an integrative approach to marketing communications tools, with a specific emphasis on advertising's 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 Objectives (CLOs)

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:

CLO1. Exhibit competence and comfort with making a sales or persuasive presentation.

CLO2. Develop communication methods to deliver messages to targeted audiences and achieve coordination and consistency in addressing multiple audiences, with multiple messages, using multiple media.

CLO3. Understand the importance of internal as well as external marketing efforts and the necessary coordination of all communication.



Kuwait University
College of Business Administration
Department of Management and Marketing



Required Material

Textbook: Belch, G. E., & Belch, M. A. (2020). *Advertising and Promotion: An Integrated Marketing Communications Perspective (12th Edition)*. McGraw-Hill Education.

Additional Material: PowerPoint slides and supplemental notes.

Course Requirements and Policies

- **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://kuwebcont.ku.edu.kw/cs/groups/ku/documents/ku_content/kuw055940.pdf
- **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://kuwebcont.ku.edu.kw/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 MLA writing style for their assignments and report writing. Refer to the English Language Center for help.



Grading

The scores in this course will be the weighted average of the following items:

Weight	Description
10%	Attendance and Participation
10%	Assessment Activities (Examples: Assignments, Quizzes, In-class exercises)
20%	Midterm
20%	Integrated Marketing Communications Plan
40%	Final Exam
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 (Tentative)

Topics
Part One. Introduction to Integrated Marketing Communications <ul style="list-style-type: none">Chapter 1. An Introduction to Integrated Marketing CommunicationsChapter 2. The Role of IMC in the Marketing Process
Part Two. Integrated Marketing Communications Program Situation Analysis <ul style="list-style-type: none">Chapter 4. Perspectives on Consumer Behavior
Part Three. Analyzing the Communication Process <ul style="list-style-type: none">Chapter 5. The Communication ProcessChapter 6. Source, Message, and Channel Factors
Part Four. Objectives and Budgeting for Integrated Marketing Communications Programs <ul style="list-style-type: none">Chapter 7. Establishing Objectives and Budgeting for the Promotional Problem
Part Five. Developing the Integrated Marketing Communications Program <ul style="list-style-type: none">Chapter 8. Creative Strategy: Planning and DevelopmentChapter 9. Creative Strategy: Implementation and EvaluationChapter 10. Media Planning and Strategy
Part Six. Monitoring, Evaluation, and Control <ul style="list-style-type: none">Chapter 18. Measuring the Effectiveness of the Promotional Program

Important Dates

Date	Event
16/03/2024	Last day to withdraw from a course
13/05/2024	Last day of classes
20/05/2024	Final Exam, 11:00 AM – 1:00 PM

Please be aware that this syllabus is subject to adjustments as needed throughout the course, and the instructor reserves the right to modify its content. It is your responsibility to stay informed about any announcements made during class or posted on our Teams page. To maintain a focused learning environment, please refrain from using your phones without permission. Additionally, punctuality is important, and late attendance is not permitted. To minimize disruptions, limit unnecessary exits during class. Your cooperation is appreciated.



CBA Competency Goals

1. **Analytical Competency:** A CBA graduate will be able to use analytical skills to solve business problems and make a well-supported business decision.

Student Learning Objectives:

- 1.1. Use appropriate analytical techniques to solve a given business problem.
- 1.2. Critically evaluate multiple solutions to a business problem.
- 1.3. Make well-supported business decisions.

2. **Communication Competency:** A CBA graduate will be able to communicate effectively in a wide variety of business settings.

Student Learning Objectives:

- 2.1. Deliver clear, concise, and audience-centered presentations.
- 2.2. Write clear, concise, and audience-centered business documents.

3. **Information Technology Competency:** A CBA graduate will be able to utilize Information Technology for the completion of business tasks.

Student Learning Objectives:

- 3.1. Use data-processing tools to analyze or solve business problems.

4. **Ethical Competency:** A CBA graduate will be able to recognize ethical issues present in business environment, analyze the tradeoffs between different ethical perspectives, and make a well-supported ethical decision.

Student Learning Objectives:

- 4.1. Identify the ethical dimensions of a business decision.
- 4.2. Recognize and analyze the tradeoffs created by application of competing ethical perspectives.
- 4.3. Formulate and defend a well-supported recommendation for the resolution of an ethical issue.

5. **General Business Knowledge:** A CBA graduate will be able to demonstrate a basic understanding of the main business disciplines' concepts and theories.

Student Learning Objectives:

- 5.1. Acquire a fundamental understanding of knowledge from the main business disciplines (e.g. finance, accounting, marketing, and management information systems, among others).