



**Kuwait University**  
**College of Business Administration**  
**Department of Management and Marketing**



**Integrated Marketing Communications (330)**  
**Course Syllabus**  
**Spring 2024-2025**  
**Dr. Asmaa Alfadhel**

**Lecture Time and Location:**

IMC 330/2A : Monday, Wednesday 2:00 AM-3:15 AM  
Final Exam : May 26, 2025 8:00 AM-10:00 AM  
Room : CG-1008

**Contact Information:**

**Location** : CBA Building, First Floor, Department of Management & Marketing  
**Email** : asmaa.alfadhel@ku.edu.kw  
**Office** : B1-1008  
**Social Media** @dr.alfadhel  
**Office Hours** : Monday, Wednesday 1:00– 2:15 PM or by appointment  
**Teaching Assistant:** Reem Behbehani

**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 Power Point slides  
**E-Learning System** : Moodle & MS-Teams  
**Course Website** : MS-Teams



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**Communication:**

- In class & Office Hours
- Microsoft Teams: Material, General Communication & Grades
- Moodle: Exams & Grades

**Course Requirements and Policies:**

- Mutual respect between the instructor and the students is expected in this class.
- Students must follow all the ethical standards in the classroom.
- Showing up to class on time is expected as tardiness disturbs the instructor and the students.
- All mobile phones should be turned off or silenced in the classroom.
- **Students are required to independently learn how to use AI photo and videos generating programs to be able to utilize the skill in their assigned tasks**
- Assignments are due on time, otherwise the student will receive a zero.
- **There will be no makeup work for exams or assignments.**
- If you are caught plagiarizing or submitting an assignment that is not original, you will get a zero on the assignment without further warning.
- **I have the right to accept or reject the reasons for absence.**
- **When sending me anything make sure you identify yourself (name-class)**

**Midterm:** Students will be shown two video ads and will be asked to analyze and critique them.

**Class Participation:** meaningful participation is important to enrich 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. The use of AI photo & video generating apps is required to produce print and video ads.

**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](http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf)



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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](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 & In-class Activities
15%	Midterm 1 - Ads Critique (In class)
25%	Project – Report/ Presentation
40%	Final exam (comprehensive)
1% Bonus	Professor/ course evaluation
2% 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	Presentation
26/5/2025	Final Exam 8:00AM-10:00AM

**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.



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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:**

3.1. 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:**

3.2. Write clear, concise, and audience-centered business documents.

**LG4. Analytical Skills:** A CBA graduate shall be able to apply quantitative and qualitative methods to solve business problems.

**Student Learning Objectives:**

4.1. Use appropriate tools to solve a given business problem.

4.2. Analyze business problems using suitable business theories and techniques.