

COURSE SYLLABUS

Course Title:	Integrated Marketing Communications		Date submitted:	Spring 2014 (AAC: 14-26)	
Department:	Business & Technology				
Curriculum:	Marketing				
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101)	BMK*245	Prerequisites:		
	Course Type:	L/D	C- or better in Principles of Marketing (BMK*201)		
	A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture N: M: Seminar Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/Clinical/Lab Z: Combined Lecture/Studio				
	Elective Type:	G			
	AH: Art History E: English FA: Fine Arts FL: Foreign Language G: General HI: History HU: Humanities LAS: Liberal Arts & Sciences M: Math S: Science SS: Social Science				
	Credit Hours:	3	Corequisites:		
	Developmental: (yes/no)	No	None		
	Contact Hours:	Lecture: 3 Clinical: 0 Lab: 0 Studio: 0 Other: 0 TOTAL: 3			
	Class Maximum:	35	Other Requirements:		
	Semesters Offered:	F/Sp/ Su	None		
Ability-Based Education (ABE) Statement:	At Tunxis Community College students are assessed on the knowledge and skills they have learned. The faculty identified the General Education Abilities critical to students' success in their professional and personal lives. In every class, students are assessed on course abilities, sometimes program abilities, and, in most classes, at least one General Education Ability. Students will receive an evaluation of the degree to which they have demonstrated or not demonstrated that General Education Ability.				

<p>Catalog Course Description:</p>	<p>The planning, design, integration, and management of contemporary marketing communications. The course focuses on the unification of advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling with an emphasis on the competitive and strategic value of communications in the marketplace. Prerequisite: C- or better in Principles of Marketing.</p>
<p>Topical Outline: List course content in outline format.</p>	<ol style="list-style-type: none"> 1. Integrated Marketing Communications 2. Ethics and Social Responsibility in Marketing Communications 3. Promotions Opportunity Analysis 4. Corporate Image and Brand Management 5. Consumer Buyer Behaviors 6. Business-to-Business Buyer Behaviors 7. Advertising Management, Media Selection, Message Strategies 8. Trade and Consumer Promotions 9. Personal Selling 10. Public Relations 11. Database and Direct Marketing 12. Internet Marketing 13. Evaluation of the Integrated Marketing Program
<p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, the student will be able to do the following:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 1. define and apply the components of the promotion mix: personal selling; advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling 2. explain the various regulatory, social and economic factors that affect an organization’s IMC program 3. analyze how integrated marketing communications campaigns are planned, developed, executed, and evaluated 4. create assignments demonstrating practical applications of IMC theories using presentation software and modern technology <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <p><u>Business Administration Program</u></p> <ol style="list-style-type: none"> 1. successfully complete the business administration core courses and demonstrate competencies necessary for success in business administration including an understanding of: <ol style="list-style-type: none"> a) the role of marketing in the business environment and applying core marketing principles to the development of business strategy and decision-making process 2. demonstrate the ability to integrate knowledge and apply learned skills for real-world business decision making 3. demonstrate proficiency in the General Education Abilities as they apply to the business professions <p><u>Business Administration: Marketing Management Option</u></p> <ol style="list-style-type: none"> 1. demonstrate specialized knowledge necessary for success in marketing including the ability to develop integrated marketing communications

	<p><u>Business Administration: Retail Business Management Option</u></p> <p>1. demonstrate specialized knowledge necessary for success in retailing including the ability to develop integrated retail communications</p> <hr/> <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p> <p>11. Written Communication (embedded) - Students will be prepared to develop written texts of varying lengths and styles that communicate effectively and appropriately across a variety of settings.</p> <p style="padding-left: 40px;">Demonstrates: Writes articulate texts using appropriate evidence and appeals as determined by the rhetorical situation.</p> <p style="padding-left: 40px;">Does Not Demonstrate: Writes texts lacking appropriate evidence and appeals as determined by the rhetorical situation.</p>
<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. examinations 2. papers 3. quizzes 4. oral presentations 5. group projects
<p>Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>Required: None Desired: None</p>
<p>Textbook(s)</p>	<p>Refer to current academic year printout</p>