

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
UNDERGRADUATE DEPARTMENT
MARKETING PROGRAM**

SYLLLABUS

I. GENERAL INFORMATION

Course Title	:	INTEGRATED MARKETING COMMUNICATION
Code and number	:	MKTG 3230
Credits	:	Three (3)
Academic Term	:	
Instructor	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Analysis of the integration of the components of the marketing communication mix: advertising (paid and unpaid), sales promotion, public relations, personal selling and direct and interactive marketing. Includes new trends, such as digital communication and social media. The advantages and disadvantages of these components are contrasted, as well as the implementation of these in the development of communication strategies. Requires the design of an integrated marketing communication plan. Prerequisite: MKTG 2223.

III. PROGRAM LEARNING OUTCOMES

- Manage situations collaboratively in the marketing field through the development of critical and strategic thinking. It includes the development of creativity, innovation, and technology processes.
- Exhibit a creative, innovative, ethical, legal, and social responsibility attitude in the process of decision making in the marketing area.

IV. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

1. Identify the basic tools for marketing communications.
2. Describe strengths and weaknesses of the different marketing communication tools.
3. Identify legal and social responsibility aspects that affect marketing communications.
4. Develop corporate promotional strategies.

V. CONTENT

A. Integrated Marketing Communications

1. The Communications Process
2. The Marketing Communications Plan
3. Stages in the integrated marketing communications system
4. Trends that impact advertising and marketing communications.

B. Corporate Image and Brand Management

1. Components of Corporate Image
2. Promoting desired image
3. Corporate Names and Logos
4. Branding
5. Brand Equity

C. Designing Advertising

1. Types of Advertising Focus
2. Structuring Advertisements
3. Designing the Advertisement
 - a. Communication Strategies
 - b. Execution Styles
 - c. Sources and spokespeople
 - d. Creating the advertisement.

D. Mass Media Communications

- a. Television
- b. Radio
- c. Exterior Advertising
- d. Magazines
- e. Newspapers

E. Digital Marketing

- a. Interactive Marketing
- b. Online Advertising
- c. Blogs
- d. Online Social Networks
- f. Websites

F. Alternative Marketing

- a. Product placement in films.
- b. Brand Entertainment
- c. Other Alternatives
- d. In-store Marketing
- e. Marketing at the Point of Sale

G. Direct Response Marketing

- a. Developing databases.
- b. Communications using databases.
- c. Telemarketing

- d. Direct Mail
- e. Catalogs
- f. Direct Response Advertising
- g. Internet
- h. Other alternatives

H. Sales Promotion

- a. Consumer promotions
- b. Promotions for intermediaries

I. Public Relations and Sponsorships

- a. Functions of Public Relations
- b. Corporate Reputation and social responsibility
- c. Image Creation
- d. Sponsorships
- e. Events Marketing

J. Ethics, Regulation and Evaluation

- a. Regulatory Agencies
- b. Industry Supervision
- c. Ethics and social responsibility

VI. LEARNING ACTIVITIES

- Conferences
- Lectures
- Online Searches
- Class Discussion
- Assignments on real applications of promotional tools.

VII. EVALUATION

Attendance and Participation	50 points	14%
Assignments (2)	200 points	57%
Final Test	<u>100 points</u>	<u>29%</u>
TOTAL	350 points	100%

VIII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, ext.2306.

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices.

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at ext.: 2262 / 2147, or by e-mail: griverar@metro.inter.edu.

The normative document titled: **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

IX. EDUCATIONAL RESOURCES

Text Book

Clawbaack (2017) Integrated Advertising, Promotion, and Marketing Communications Ed. 8th Pearson

Shimp, T. & Andrews, C. (2013). Integrated Marketing Communications: Advertising, Promotion, and other Aspects of (9 ED).

X. BIBLIOGRAPHY (OR REFERENCES)

Hum, B.J. (2016), The role of cultural diplomacy in nations branding, *Industrial and Commercial Trading*, 48, 2, 80-85, DOI 101108/ict-06-2015-0043.

Shintao, O., Ropic, N., Campo, S.T. (2013) Revue des services de science de gestion, 48, 261-252

Electronic Resources

Advertising Age:

<http://www.adage.com/>

Advertising Age Global:

<http://www.adageglobal.com/>

Brand Week:

<http://www.brandweek.com/>

Media Week:

<http://www.mediaweek.com/>

American Marketing

Association:

<http://www.marketingpower.com/>

Consumer Behavior and Marketing: The Psychology of Consumers:

<http://www.consumerpsychologist.com/>

Sales and Marketing.com

<http://www.salesandmarketing.com/>

Retailer News:

<http://www.retailernews.com/>

Magazines

These magazines can be found digitally in (PROQUEST and/or EBSCO HOST) in the Interamerican University digital library.

Journal of Advertising.1972 to present

International Journal of Advertising. 1982 to present.

Journal of Current Issues & Research in Advertising. 1992 to present.

Marketing News.1993 t present.

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