**Sample Syllabus**

**Instructor:  
Class Times:  
Class Location:**

**Office Phone:**

**Mobile Phone:  
Email:**

**Course Description**

In today’s world, there are many marketing tools — advertising, direct mail, social media, email, SEO, content marketing — it’s easy to get confused. How best to understand all these marketing options? Integrate them! Integrated marketing communications (IMC) integrates various marketing tools to provide clarity, consistency, and maximum communications impact by providing customers with information in the formats they prefer.

This IMC course provides key instruction on the concepts and methods in marketing communications for traditional and digital media, including a foundation in the development and execution of integrated communications strategies for an organization. Primary emphasis is placed on consumer insight, branding, market segmentation and positioning, message strategy, promotion, and the execution of marketing communications practice. Instruction is to be accomplished through lectures, discussions, quizzes, and the development of an IMC campaign for an organization. The course will examine the process by which integrated marketing communications programs are planned, developed, and executed, as well as the various factors and considerations that influence the process.

**Course Objectives and Learning Outcomes**

This course is designed to enable students to:

* Exhibit an in-depth understanding of the integrated marketing communications functions and their role in marketing strategies
* Perform a situation analysis and propose appropriate IMC tactics and strategies for a product or service
* Create a company IMC campaign that includes both traditional and digital marketing tactics
* Evaluate the effectiveness of an IMC campaign

**Assessment and Grading**

| **Assignments** | **Percentage** |
| --- | --- |
| Course Assignments | 35% |
| Final IMC Plan and Presentation | 30% |
| Quizzes | 15% |
| Simulation | 20% |