

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-21-23

I. CATALOG DESCRIPTION

Course Number: BSAD2430
Course Title: Marketing Communication
Prerequisite(s): None

Catalog Description: Focus on planning for the optimal use of communication elements: advertising, personal selling, sales promotions, and public relations. Combination of the elements must be tightly interwoven for successful management of brand-equity, coordinating all aspects to achieve the same goals.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Help students to understand the impact of integrated marketing communications in our economy.
- B. Show students how advertising and promotion relate to the field of communication.

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Recognize how corporate image, brand management, buyer behaviors and the IMC planning process are used as the foundation of integrated marketing communications (IMC).
 - 2. Critique the use of advertising tools, media tools, promotional tools and communication channels into integrated marketing communications campaigns.
 - 3. Explore integration tools, legal, regulatory, ethical and international issues in relation to IMC efforts.
 - 4. Examine various campaign evaluation techniques and the linkage between planning and evaluation.
 - 5. Describe and outline the structure of an Integrated Marketing Communications (IMC) campaign plan.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 3: Critical Thinking & Problem Solving
 - Outcome 1: Collect, identify, interpret and analyze data.
 - Outcome 2: Synthesize information to arrive at reasoned solutions to problems.

IV. CONTENT/TOPICAL OUTLINE

- A. What are Advertising and Integrated Marketing Communication?
 - 1. Advertising and IMC Today
 - 2. The Big Picture: The Functions of Advertising and Its Evolution
 - 3. The Big Picture: Economic, Ethical, and Regulatory Aspects
 - 4. The Scope of Advertising: From Local to Global
- B. Planning the Campaign
 - 1. Marketing and Consumer Behavior: The Foundations of IMC
 - 2. Market Segmentation and the Marketing Mix: Determinants of Campaign Strategy
 - 3. Research: Gathering Information for IMC Planning

4. Marketing and IMC Planning
5. Planning Media Strategy: Disseminating the Message
6. Creative Strategy and the Creative Process
- C. Executing and Evaluating the Campaign
 1. Creative Execution: Art and Copy
 2. Advertising in Print Media
 3. Using Electronic Media: Television and Radio
 4. Using Digital Interactive Media
 5. Social Media
 6. Using Out-of-Home, Exhibit, and Supplementary Media
 7. Relationship Building: Direct Marketing, Personal Selling, and Sales Promotion
 8. Relationship Building: Public Relations, Sponsorship, and Corporate Advertising

V. INSTRUCTIONAL MATERIALS

A. Required text:

1. Option 1: ISBN: 978-1-260-25930-8. Arens, William F., Weigold, Michael F. *Advertising, and Integrated Marketing Communications*. Current Edition. New York, NY: McGraw-Hill Education.

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VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Use of PowerPoint Slides, large group discussion, and video cases.
- B. Use of small group activities to demonstrate marketing communications concepts.

VII. METHODS OF EVALUATION

A. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74
B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

Grade Requirement: A grade of C (70 percent) or higher is required if this course is a prerequisite for any other course(s) required to meet the graduation requirements of the student's program. If this course is not a prerequisite for any other courses required by the student's program, a grade of D (60 percent) or higher is acceptable.