

Department: Business Administration		Program: MBA Marketing	
Course Name	Marketing Communications	Course Code	MKT 623
Pre-requisite	Not Applicable	Credit Hours	3

Brief Description

- The course enables MBA students to know the key elements that are important in marketing communication. For marketers, communication is extremely important as it forms the foundation that could create product demand, brand images, positioning and so on. The emphasis in this course will be on the role of advertising as an important element in the marketing communication mix, and various promotion tools (direct marketing, sales promotion, publicity/public relations, and personal selling) in the marketing program. In addition, focus is also directed to important factors such as: an understanding of the overall marketing process, consumer behavior, environmental influences, communication channels, available media options and implementing effective promotional campaigns and programs.

Course objectives

After completion of this course the student will be able to:

- Discuss organization's marketing communication mix for sending a consistent message to customers and markets.
- Describe the role of other marketing communications agencies.
- Critically analyze the various ways of measuring the effectiveness of an MC program.
- Analyze issues and demonstrate skillfulness in planning, executing and evaluating strategies and action plans.
- Examine the various ways of establishing the communication budget for a program.
- Compare and contrast different range of media and methods available to marketers.
- Discuss the various ways of measuring the effectiveness of an MC program.
- Illustrate the importance of communicating with people from a diverse range of backgrounds with empathy.

Course Learning Outcomes

- Distinguish between concepts, principles, and theories of business administration
- Apply the concepts, principles, and theories in different business situations
- Demonstrate written communication skills
- Have oral communication skills
- Have skills of using computer applications in business administration
- Have scientific research skills in the field of business administration
- Have the skills of critical thinking and analysis in the fields of business
- Have the skills in strategic thinking and finding solutions in business administration
- Believe, and practice sustainability
- Have the skills of leadership, teamwork, and decision making in business administration
- Have the ability to distinguish between ethical issues in business administration
- Have the competence of social responsibility in the fields of business administration
- Have the competence to deal with cultural diversity in business situations

Course Topics			
<ul style="list-style-type: none"> ➤ Introduction to Marketing Communications ➤ Organizing for Advertising and Communication ➤ Influence on Consumer Behavior ➤ The Communication Process ➤ Budgeting for MC Programs ➤ Implementation and Evaluation of a Creative Strategy ➤ Media Planning & Strategy ➤ Evaluating Broadcast and Print Media ➤ Direct Marketing, Marketing on the Internet, and Sales Promotion ➤ Public Relations, Publicity, Corporate Advertising and Salesmanship ➤ Measuring the Effectiveness of a Marketing Communication Program ➤ Social, Ethical, and Economic Aspects of Advertising & Promotion ➤ International Marketing Communications 			
Text Book			
<ul style="list-style-type: none"> ➤ O'Guinn, T., Allen, C. and Semenik, R. (2019). <i>Advertising and Integrated Brand Promotion</i>. Mason, OH: Thomson-South-Western. 			
Additional References			
<ul style="list-style-type: none"> ➤ Wilson, J. A. J. (2018). <i>Halal Branding</i>. London: Claritas Books. 			
Online Resources			
<ul style="list-style-type: none"> ➤ Academic databases available through the University's Library website. ➤ Website of the American Association of Marketing, USA. ➤ Website of the Chartered Institute of Marketing (CIM) website, UK. 			
Course Outline			
Week	Hours	Topics	Remarks
1	3	The role and growth of advertising and promotion, the evolution of marketing communication (MC) in the marketing process	
2	3	An overview of the participants in the MC process, the client's role, the role of ad agencies, the role of specialized services	
3	3	An overview of consumer behavior, the consumer decision-making process	
4	3	The nature of communication, a basic model of communication, traditional response hierarchy model, integrated information response model	
5	3	The monetary value of communication goals/aims, determining promotional objectives	
6	3	Appeals and execution styles, advertising execution, creative tactics for print advertising and television, guidelines for evaluating creative output	

7	3	Media planning & strategy: Overview of media planning, the media plan, problems in media planning, developing the media plan, developing and implementing media strategies	
8	3	Midterm Exam	
9	3	The advantages, limitations and buying time of television	
10	3	The growth and role of direct marketing, direct marketing strategies and media, evaluating the effectiveness of direct marketing	
11	3	Integrating public relations into the marketing communication mix, the process of public relations	
12	3	Arguments for and against, conducting research to measure advertising effectiveness and testing process; Establishing a program for measuring marketing communication-mix effects	
13	3	Social and ethical criticisms – social and cultural consequences, economic and legal effects of advertising	
14	3	Web design, internet and social media (Facebook, Tweepers and other forms of Mass Media)	
15	3	Presentations	

Measurement and Assessment Tools

Assessment Tools	Grades	Week	Knowledge	Skills						Values				
			Identify and apply	Written	Oral	Information Technology	Research	Critical thinking	Strategic thinking	Sustainability	Leadership	Ethics	Corporate Social responsibility	Cultural diversity
Midterm Exam	20	9	X											
Case Study	10	12		X				X	X	X	X	X	X	X
Project	20	15		X		X	X	X	X	X	X	X	X	X
Presentation	10	15			X	X								
Final Exam	40	TBD	X											
Total	100													

Approved by Department Chair	Date of Approval

Additional Information: Updated every Semester by Course Instructor	
Course Instructor	
Department	
Phone No.	
Extension No	
Email	