

**WILMINGTON UNIVERSITY**  
**COLLEGE OF BUSINESS**  
**BASIC COURSE INFORMATION**

**COURSE TITLE:** Integrated Marketing Communications

**COURSE NUMBER:** MBA 7608

**PRE-REQUISITE:** MBA 7600

**COURSE DESCRIPTION:**

The role of advertising and other promotional mix elements in the integrated marketing communications program (IMC) of an organization is the focus of this course. The development of an integrated marketing communications programs requires an understanding of the overall marketing process and how companies organize for advertising and other promotional functions. Related aspects such as customer behavior, communications theory, and how to set goals, objectives and budgets related to IMC plans are examined. Attention will be given to the various IMC tools used in contemporary marketing including advertising, direct marketing, internet and interactive marketing, sales promotion, publicity and public relations, and personal selling. There will be strong emphasis on the art of communicating effectively through various marketing media.

**MAJOR INSTRUCTIONAL GOALS:**

**GOAL A:**

Students will understand the function of integrated marketing communications (IMC) planning in the development of a comprehensive marketing strategy.

**Learning Objectives:** The student will:

- A-1. Define the role of IMC in marketing strategy planning by examining the marketing communication and advertising functions.
- A-2. Define the necessary components of a comprehensive IMC marketing plan.
- A-3. Examine how various marketing and promotional elements must be coordinated to communicate effectively and create a promotional mix that supports the IMC plan.
- A-4. Explore the role of advertising and promotion as a function of the marketing process, and as a component of organization's integrated marketing program.
- A-5. Identify external factors such as culture, social class, group influences, and situational determinants and their impact on consumer behavior.
- A-6. Prepare an integrated marketing communications (IMC) plan that supports a comprehensive marketing strategy.

**GOAL**

## **GOAL E:**

Students will understand the creative process and learn how to provide clear direction to advertising agencies and other suppliers in support of an IMC plan.

**Learning Objectives:** The student will:

E-1. Analyze the various creative styles that advertisers use and the situations where each style is most appropriate.

E-2. Develop and deliver a Creative Brief that will guide creative development and media planning.

E-3. Develop sample content for selected media including broadcast television ad script and/or recording, video script and/or recording, sample social media posts and ads, sample press release, sample print ad and sample promotional material.