

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Integrated Marketing Communications

COURSE NUMBER: BMK 410

PRE-REQUISITE(S): BMK 305

COURSE DESCRIPTION:

This new marketing elective will emphasize strategy, as well as tactics, from a managerial point of view for an Integrated Marketing Communications (IMC) campaign. It will involve a real-world project centered on promotional activities

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Mastery of the key concepts and issues associated with marketing communication and promotion from a managerial point of view.

Learning Objectives: The student will:

- A-1 Identify the basic elements of the communication process and the role of communications in marketing
- A-2 Evaluate how media fragmentation is affecting promotional efforts
- A-3 Compare the marketing process and the role of advertising and promotion in an IMC program
- A-4 Distinguish the four principles of marketing—product, place, price, and promotion—and how they relate

GOAL B:

Development of an ability to apply marketing communication and promotion from a managerial point of view.

- B-1 Distinguish how promotional efforts relate to a marketing strategy
- B-2 Identify the elements of the promotional mix and how they can be used
- B-3 Demonstrate the use of the FCB Grid planning model
- B-4 Differentiate advertising media and their strengths and weaknesses
- B-5 Classify the roles of public relations and publicity in the promotional mix

