

## **INTEGRATED MARKETING COMMUNICATIONS**

**COURSE:** FOURTH

**SEMESTER:** FIRST

**TYPE:** COMPULSORY

**CREDITS:** 6

**LANGUAGE:** ENGLISH

**PROFESSOR:** [DR. ÀLEX VALLEJO](#)

### **OBJECTIVES:**

The student will understand the importance and relevance of integral communication in Marketing in organizations, mastering the application of basic tools of integral communication, the integral communication system and the integral planification.

The student will specialize in the creation and planning of successful integral marketing communications campaigns, the determination of targets, budgets, the implementation and its final evaluation.

### **COMPETENCES:**

#### **GENERAL**

- **CB2** - Students should know how to apply their knowledge to their job or vocation in a professional way and have the competencies that are usually

demonstrated by developing and defending arguments and solving problems within their area of study.

- **CG1** - To develop language skills and to express themselves adequately and convincingly in different situations of oral and written communication in the community's own languages and in English.

### **SPECIFIC**

- **CE4** - Manage the fundamental tools of strategic marketing to apply them in the field of advertising, public relations and marketing in national and especially international markets.
- **CE8** - Detect and correctly analyze the factors that influence the behavior of international consumers, from a marketing perspective, and design strategic marketing plans based on this international approach to decision-making.

### **LEARNING RESULTS:**

- **R1** Analyzes and applies the different strategies that can be applied around each of the 4 P's: price, product, promotion and placement.
- **R6** Applying innovative methodologies.
- **R7** Uses basic tools, instruments and techniques for understanding the behaviour and habits of consumers, users and recipients of goods, services and ideas.
- **R8** Analyzes the decisions implicit in brand management.
- **R9** It develops in complex situations or situations that require the development of new solutions in the academic, work or professional fields of study.

## **CONTENT:**

### **Unit 1. Introduction to IMC**

- Overview of IMC
- The Internet in the 4th industrial revolution.
- The users insights.
- Brands and IMC

### **Unit 2. Components of the IMC**

- Traditional advertising
- Traditional promotion
- Public relations, personal selling, and other IMC options
- Direct marketing and channels marketing
- Internet marketing and mobile marketing

### **Unit 3. IMC messages**

- Message processing
- Creative execution
- IMC messages

### **Unit 4. The IMC plan**

- Planning considerations
- The planning process
- Implementing the IMC plan

## Unit 5. Case studies

### EVALUATION SYSTEM:

The evaluation is based on two partial exams (50% of the final mark), activities in class and home (45%) and participation in class and autonomous work (5%).

The student's progress will be considered for the final grade.

Evaluation system	Evaluation Weight	Learning Results	Skills	Characteristics	Time commitment
Activity 1 *. Analyze the talk "should the algorithms rule the world?". Provide some useful thoughts regarding the talk, the subject content and discuss why these issues are affecting Digital Marketing from a professional point of view.	10%	R1 +R6 +R9	CB2 +CG1 +CE4 +CE8	Individual, mandatory, delivered on time & without remedial	6 hours
Activity 2 *. For each of the quadrants of the Rossiter-Percy grid provide 1 print advert and 1 video advert.	10%	R1 +R6 +R9	CB2 +CG1 +CE4 +CE8	Individual, mandatory, delivered on time & without remedial	6 hours
Work group activity **. Create an IMC plan. Must deliver a report (90%) and perform an oral presentation (10%)	25%	R1 +R6 +R7 +R9	CB2 +CG1 +CE4 +CE8	Groups of 3-4, mandatory, delivered on time & without remedial	50 hours
Partial Exam 1 *** (written). Chapters 1 and 2.	25%	R1 +R6 +R7 +R8 + R9	CB2 +CG1 +CE4 +CE8	Written exam, Individual, mandatory & with remedial	20 hours of study time
Partial Exam 2 *** (written). Chapters 3, 4 and 5.	25%	R1 +R6 +R9	CB2 +CG1 +CE4 +CE8	Written exam, Individual, mandatory & with remedial	20 hours of study time

Class participation. Adding value to class with comments or questions along the semester. ****	5%	R1 +R6 +R7 +R9	CB2 +CG1 +CE4 +CE8	Individual & without remedial	60 hours of class time
162 hours					

\* Non-delivered individual activities have a 0 grade. Delays on individual activities deliveries are penalized -25% per day (1 day -25%, 2 days -50%, 3 days -75%, +3 days -100%).

\*\* Work group activity must be orally defended on time to be graded. The non-attendance (not justified) in the oral defense class will suppose a "no delivery", that is, a zero. Students can obtain different marks in the same activity within the same group, depending on the the effort shown and the fulfillment of the micro-objectives established for each session.

\*\*\* For those who have under 5 in any of the partial tests, a remedial exam for that partial test is available

\*\*\* For those who have a grade between 4 and 5 in only one of the partial tests, depending upon the effort shown in the continuous evaluation (overall global average stricktly over 5,5), they might pass the subject or retake that partial exam.

\*\*\* For those who have a grade between 4 and 5 in both of the partial tests, depending upon the effort shown in the continuous evaluation (overall global average stricktly over 6), they might pass the subject or have a global remedial exam (about all the given content).

\*\*\* It is needed a 5 in each test to pass the subject. In this case the student can still fail the subject if the global average is under 5.

\*\*\*\* The teacher will evaluate the active participation, both in the activities elaborations, as in the open debates in class. The critical and analytical student vision will be seen with special importance, as well as the elaboration of constructive feedback on the proposed activities by the classmates.

Evaluation is subject to remedial exam. The activities cannot be retrievable. The only items that are possible to be recovered are both exams.

It is needed an overall average of 5 in order to pass the subject. The final grade might be rounded upwards or downwards depending upon the effort shown in the continuous evaluation and their interest in the subject.

In order to be evaluated student must have at least the minimum attendance requirement of 80%.

**METODOLOGY:**

This subject is based on face-to-face lessons and combines theoretical knowledge with practices. During the classes, the professor will expose the contents of the programme using different learning methodologies, in addition to group activities to complement and put in practice the acquired knowledge. Additionally, the students will have to make individual activities during the personal working hours and at home.

It is strongly recommended to dedicate time at home to work on this subject to consolidate the acquired knowledge, checking the contents learnt in class and consulting the recommended bibliography. Autonomous work will be specially appreciated.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and she does not justify her absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. She will be able to do it in the complementary period, but only in case she meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, she will sit the exam on the complementary date and she will still keep another examination sitting. In case, she would not pass the exam on the complementary date, she will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and she does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and she does not justify to the teacher that it has been due to force majeure, she will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that she meets the requirements laid out in the study program.

**COMPLEMENTARY BIBLIOGRAPHY:**

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- Cuervo, D.F. Integrated marketing communications: An strategic brand perspective. SPS, 2016. ISBN: 9783659844546
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- Siegel, Eric (2016). Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die. Wiley