

Course: Integrated Marketing Communication 1 Written Exam

credits: 3

Course code	LBVB19IMC1A	Modes of delivery	Tutorial
Name	Integrated Marketing Communication 1 Written Exam	Assessments	Written Exam - Written, organised by STAD examinations
Study year	2021-2022		
ECTS credits	3		
Language	English		
Coordinator	E.A. Voerman		

Learning outcomes

Upon completion of this course, students should be able to:

- classify advertising & brand communication in today's world;
- relate brand communication to segmenting & targeting the audience by applying strategic research and strategic planning;
- develop advertising ideas;
- plan media objectives and develop media strategies;
- make decisions for current real life strategic & tactical (international) business cases;
- categorize and interpret primary and secondary consumer data for communication purposes;
- apply the creative process;

Program Learning Outcomes from the IB Framework:

WT 1-3, WT2-3, WW 6-3, LW 9-3, LW 11-3, LW 12-3, LW 13-3, LW 14-3, TWM 15-3, TWM16-3, TWM17-3, TWM 18-3, TWM 19-3, TWM 20-3, TWM 23-3, TWM 24-3

Content

Prerequisites:

IB students need to have been either on PLM or SAB, preferably both. With completing all credits in Osiris from either PLM or SAB.

Exchange students: previous knowledge of the corresponding subject area is required.

Content

Chapter 1 Advertising
Chapter 2 Brand Communication
Chapter 3 Brand Communication and Society
Chapter 4 How Brand Communication Works
Chapter 5 Segmenting and Targeting the Audience
Chapter 6 Strategic Research
Chapter 7 Strategic Planning
Chapter 8 The Creative Side
Chapter 9 Promotional Writing
Chapter 10 Visual Communication
Chapter 11 Media Basics
Chapter 12 Paid Media
Chapter 13 Owned, Interactive, and Earned Media
Chapter 14 Media Planning and Negotiation

The theoretical & practical knowledge will be applied in a group project where students will act as an advertising agency participating in a New Business pitch.

Included in programme(s)

Minor International Marketing

School(s)

International Business School