

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
G455	Integrated Marketing Communications	5	3	0	0	3	5

Prerequisites

Admission Requirements

Language of Instruction French

Course Type Elective

Course Level Bachelor Degree

Objective The aim of this course is to explain students how integrated marketing strategies work and how can be applied in different sectors and businesses via examples.

1. Philosophy of IMC
2. Objectives of IMC
3. Elements and organisation of IMC
4. Product communication
5. Brand communication
6. Price communication
7. Logistics communication
8. Retail communication
9. Promotion strategies
10. Advertising management
11. Sales Promotion
12. Public Relations
13. Personal selling
14. E-communication and direct marketing

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References Tony Yeshin, Integrated Marketing Communication, Butterworth-Heinemann Publish.
Yavuz Odabaşı, Mine Oyman, Bütünleşik Pazarlama İletişimi
Paul Copley, marketing Communication Managemet, Elsevier Publish.

Theory Topics

Week	Weekly Contents
1	Introduction
2	Corporate Image and Brand
3	Digital and alternative marketing and communication
4	IMC processes and planning
5	Advertising management
6	Advertising- agency and IMC changes
7	Ad design
8	New media possibilities
9	Database and direct marketing
10	Traditional media
11	Public relations and sponsoring
12	Evaluation of IMC programme
13	presentations
14	Communication and Social responsibility