

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP417	Integrated Marketing Communications	7	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	
Course Type	
Course Level	Bachelor Degree
Objective	
Content	
References	

Theory Topics

Week	Weekly Contents
1	Week 1. Basic concepts of Marketing
2	Week 2. Basic components of Integrated Marketing Communications and their importance for firms
3	Week 3. Basic communication concepts in Marketing Communications
4	Week 4. The important roles of mass and e-media in marketing communications
5	Week 5. International context of Integrated Marketing Communications
6	Week 6. Integrated Marketing Communication Managerial Concepts: Planning
7	Week 7. Mid-term exam
8	Week 8. Budgeting
9	Week 9. Objective setting, strategy and tactics I
10	Week 10. Objective setting, strategy and tactics II
11	Week 11. The role and importance of advertising in Integrated Marketing Communication
12	Week 12. The role and importance of PR in Integrated Marketing Communication
13	Week 13. The role and importance of personal selling in Integrated Marketing Communication
14	Week 14. The role and importance of sales promotion in Integrated Marketing Communication