



**Future Academy
Higher Future Institute for Specialized Technological Studies**

Course Specification

1- Course information:	
Course Code:	M15
Course Title:	Marketing Communication
Year/level	3rd level
Academic Programs	Bachelor of BUSINESS ADMINISTRATION– ENGLISH
Contact hours/ week	Theoretical lecture: 3hrs & section:2 hrs Total:5 hrs

2- Course aims:
<p>This course aims to provide students with the role and components of the integrated marketing Communications (IMC) mix to establish a strategy of marketing communications and marketing media techniques. The student should acquire how the promotion mix is planned, developed, and implemented and familiarize students with the main promotion mix elements: advertising, sales promotion, personal selling, direct marketing and publicity. Furthermore, the course equips students with familiar methods of measuring promotional effectiveness and its social, ethical, and economic responsibilities and obligations.</p>

3- Intended learning outcomes of the course (ILOs):

a- Knowledge and understanding:

- On successful completion of this course, the student should be able to:**
- a1-** Understand the basic Integrated Marketing Communications concepts, principle and terminology
 - a2-** Identify different forms of IMC channels, including social media, e-marketing and search engine optimization, and the ability to use these channels effectively to reach target audiences.

- a3- Identify the components of the promotional mix, including advertising, public relations, sales promotion, personal selling, and digital marketing.
- a4- Analyze the legal, ethical, and cultural considerations affecting IMC campaigns.

b- Intellectual skills:

On completing this course, the student should be able to:

- b1- Evaluate the effectiveness of different IMC tools in achieving specific communication objectives.
- b2- Develop innovative and creative solutions to address marketing communication challenges. Describe a range of media and methods available to marketers
- b3- Synthesize information from multiple sources to design coherent and targeted IMC strategies
- b4- Critically assess the impact of emerging trends and technologies on IMC practices.

c- Professional and practical skills:

At the end of this course, the student will be able to:

- c1- Design and execute an IMC plan, incorporating appropriate tools and techniques.
- c2- Utilize software and tools for digital marketing, media planning, and campaign analysis.
- c3- Prepare persuasive plan and reports to communicate IMC strategies to stakeholders.
- c4- Conduct market research and audience analysis to inform IMC decisions.

d- General and transferable skills:

On successful completion of this course, the student should be able to:

- d1- Demonstrate effective written and oral communication skills in professional settings.
- d2- Demonstrate interactive skills through in-class discussion (tutorial discussion)
- d3- Collaborate with team members to develop and execute projects.
- d4- Apply problem-solving and critical-thinking skills to real-world marketing challenges.

4- Course contents

Week NO.	Topics/units	Number of hours		ILO's
		Lecture hours	Practical hours	
1	Introduction to Marketing Communication	3	2	a1
2	The IMC Planning Process	3	2	a1,a2, b1, b2
3	Consumer Behavior and Audience Analysis	3	2	a1,a2, b1, b2
4	Targeting and Media Mix, + Quiz 1	6	2	a2,b3,d1
5	Advertising Strategies and Media Planning	3	2	a3, b2,c3,d2

6	Public Relations and Corporate Communication	6	2	a3,c2, c3,
7	Mid-term Exam	3	2	a1,a2,a3
8	Sales Promotion and Direct Marketing		2	a3,b2,d2
9	Digital Marketing and Social Media Integration.	6	2	a4,b4, c3,d3
10	Content Marketing and Storytelling			a3,c2,d1
11	Designing Creative IMC Messages + Quiz 2	6	2	a5,a4,b3
12	Ethics and Social Responsibility in IMC	3	2	b2, c2,c3,d4
13	Emerging Trends and Technologies in IMC	3	2	b4, c2,d2
14	Final Revision	3	2	a2,a3,

Teaching and learning methods

Methods	ILO's																	
	a1	a2	a3	a4	Aa5	b1	b2	b3	b4	b5	c1	c2	c3	c4	d1	d2	d3	d4
Lectures	✓			✓	✓													
Practical sections/Tutorials		✓	✓		✓	✓												
Self-learning		✓	✓			✓		✓							✓	✓	✓	
Assays and reviews				✓					✓			✓	✓	✓	✓			
Discussion groups						✓			✓	✓	✓					✓	✓	
Problem-solving							✓		✓			✓						✓

E-learning																		
Blended learning																		

5- Teaching and learning methods for Low-achieving students

- Extra teaching hours for those who need help
- More quizzes to assess their ability for understanding the course
- Encourage teamwork for those students with other advanced ones to increase their participation and understanding

6- Student assessment

Assessment method	Time	Grade weight (%)	Week	ILOs
Course Work (Tutorial Exercise and Assignments)		10	Every week	b3,c, d1
Quiz 1	1	10	Week 4	a2,b3
Mid-term exam	1	20	Week 7	a1,a2,a3
Quiz 2	1	10	Week 11	a5,a4,b3
Final Written exam	2	50	----	a2,a4,a5

7-List of references

8.1. Student notebooks:

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8.2. Essential textbooks:

- Belch, Belch, Kerr and Powell, (2012) 2nd Edition, Advertising and Promotion: An Integrated Marketing Communication Perspective, McGraw-Hill, Sydney
- Clow, K. E., & Baack, D. (2021). Integrated Advertising, Promotion, and Marketing Communications. Pearson.

8.3. Recommended textbooks:

Guolla, M., Belch, G., & Belch, M. (2023). Advertising and Promotion: An Integrated Marketing Communications Perspective (8th CDN ed.). McGraw-Hill Ryerson .ISBN-13: 9781265005580

8.4. Journals, Periodical and Reportsetc.

<https://www.ama.org/ama-academic-journals/>

<https://www.journalofadvertisingresearch.com/>

[Journal of Marketing: Sage Journals](#)

8.5. Websites

American Marketing Association (AMA) - <https://www.ama.org>

HubSpot Blog - <https://blog.hubspot.com/marketing>

Advertising Age (Ad Age) - <https://adage.com>

Course Coordinator: Dr. Radwa Radwan

Head of department: Associate professor Dr. Mohamed Elbaz

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