

BACHELOR 'S PROGRAMME  
COMMUNICATION AND PUBLIC RELATIONS  
3<sup>RD</sup> YEAR OF STUDY, 2<sup>ND</sup> SEMESTER

<b>COURSE TITLE</b>	<b>INTEGRATED MARKETING COMMUNICATION</b>
COURSE CODE	DS16
COURSE TYPE	tutorial
COURSE LEVEL	1 <sup>ST</sup> cycle (Bachelor's degree)
YEAR OF STUDY, SEMESTER	3 <sup>rd</sup> year of study, 2 <sup>nd</sup> semester
NUMBER OF ECTS CREDITS	5
NUMBER OF HOURS PER WEEK	4 (2 lecture hours + 2 seminar hours)
NAME OF LECTURE HOLDER	Daniel-Rareş OBADĂ, PhD
NAME OF SEMINAR HOLDER	Daniel-Rareş OBADĂ, PhD
PREREQUISITES	Intermediate level of English
<b>A</b>	<b>GENERAL AND COURSE-SPECIFIC COMPETENCES</b>
	<p><b>General competences:</b></p> <ul style="list-style-type: none"> <li>→ To understand the need for strategic analysis of markets under competitive conditions;</li> <li>→ To know and understand the specialized language of integrated marketing communication;</li> <li>→ To acquire knowledge in order to develop effective IMC plans by integrating marketing communication elements;</li> <li>→ To respect high ethical standards in addressing integrated marketing communication problems.</li> </ul> <p><b>Course-specific competences:</b></p> <ul style="list-style-type: none"> <li>→ To accurately use the specific marketing language;</li> <li>→ To know the constituent elements of a IMC plan;</li> <li>→ To identify different marketing communication problems within companies and public institutions;</li> <li>→ To formulate marketing goals and objectives;</li> <li>→ To develop integrated marketing communication strategies, tactics and mix that can lead to the achievement of certain marketing objectives;</li> <li>→ To elaborate persuasive messages capable of influencing the target audience;</li> <li>→ To evaluate the results of IMC campaigns.</li> </ul>
<b>B</b>	<b>LEARNING OUTCOMES</b>
	<p>The successful completion of this course indicates that the student has demonstrated the ability to:</p> <ul style="list-style-type: none"> <li>→ determine the scope of integrated marketing communication practice;</li> <li>→ apply theories, principles, and tools of marketing to cope with integrated marketing communication challenges and problems;</li> <li>→ state relevant IMC goals and objectives and realize complex IMC activities;</li> <li>→ choose appropriate IMC strategies and tactics;</li> <li>→ to write effective messages adapted to certain IMC goals and customer expectations;</li> <li>→ to evaluate the results of a IMC campaign.</li> </ul>
<b>C</b>	<b>LECTURE CONTENT</b>
	<ul style="list-style-type: none"> <li>→ Introduction to Integrated Marketing Communication</li> <li>→ Market - definition, types of markets, segmentation</li> <li>→ Marketing research: from customer insights to actions</li> <li>→ Understanding consumer behavior</li> <li>→ Developing new products and services</li> <li>→ Pricing products and services</li> <li>→ Managing marketing channels and supply chains</li> <li>→ The role of advertising in IMC</li> </ul>

	<ul style="list-style-type: none"> <li>→ PR's role in IMC</li> <li>→ The role of promotion in IMC</li> <li>→ Personal selling and sales management</li> <li>→ The role of direct marketing in IMC</li> <li>→ Interactive and multichannel marketing</li> <li>→ The IMC plan and planning process</li> </ul>
<b>D</b>	<b>RECOMMENDED READING FOR LECTURES</b>
	<p>[1] Kerin, R. A. 2015. <i>Marketing: The Core</i>. McGraw Hill</p> <p>[2] Percy, L. 2008. <i>Strategic Integrated Marketing Communication Theory and practice</i>. Elsevier Inc.</p> <p>[3] Schultz, D., and Schultz, H. 2003. <i>IMC, The Next Generation: Five Steps For Delivering Value and Measuring Financial Returns</i>, McGraw-Hill</p> <p>[4] Terence, A., Shimp, J., and Andrews, C. (2013). <i>Advertising Promotion and Other Aspects of Integrated Marketing Communications</i>, 9<sup>th</sup> ed., South-Western College Pub</p> <p>[5] Varey, R. J. 2002. <i>Marketing communication: principles and practice</i>. Routledge-Taylor &amp; Francis Group</p> <p>[6] Moriarty, S., Mitchell, N. William Wells <i>Advertising &amp; IMC. Principles &amp; Practice</i>. 9<sup>th</sup> ed. Prentice Hall</p>
<b>E</b>	<b>SEMINAR CONTENT</b>
	<ul style="list-style-type: none"> <li>→ Identify 3 companies you believe practice IMC, based upon their marketing communication, and discuss what it is about their marketing communication that makes you say that.</li> <li>→ Refer to IMC opportunities for a company. Is IMC appropriate for all brands?</li> <li>→ What consumer wants (or benefits) are met by the following products? (a) Toyota Prius car (Hybrid), (b) Nike running shoes, (c) Chanel perfume for women, and (d) television home shopping programs.</li> <li>→ What environmental forces (uncontrollable variables) must Alexandru Ioan Cuza University consider in designing its marketing program?</li> <li>→ Select one strength, one weakness, one opportunity, and one threat from a SWOT analysis you run for a brand. Suggest an action that a marketing manager might take to address each factor.</li> <li>→ Develop a marketing research plan in order to measure: brand awareness, brand attitude, and brand purchase intention.</li> <li>→ Build a questionnaire using different types of scales (nominal, ordinal, interval, ratio).</li> <li>→ Suppose a research report for Samsung reveals that prospective buyers are anxious about buying 4K television sets. What strategies might you recommend to the company to reduce consumer anxiety?</li> <li>→ Develop a simple three-column table in which: (a) market segments of potential customers are in the first column and (b) the one or two key points of difference of the product to satisfy the segment's needs are in the second column. In the third column of your table, write ideas for specific new products for your business in each of the rows in your table.</li> <li>→ Propose a final price for a brand following the steps bellow: (a) list two pricing objectives and three pricing constraints, (b) think about your customers and competitors and set three possible prices (c) think about your customers and competitors and set three possible prices.</li> <li>→ Develop a marketing channels and supply chains strategy using the following plan: (a) identify which channel and intermediaries will provide the best coverage of the target market for a product or service, (b) specify which channel and intermediaries will best satisfy the important buying requirements of the target market, (c) determine which channel and intermediaries will be the most profitable, and (d) select your channel(s) and intermediary(ies).</li> <li>→ What is the primary role of advertising in IMC? Select two advertising campaigns that have been on television for some time. Describe in detail their creative message.</li> </ul>

	<p>→ How can public relations be used successfully in IMC? Find examples of public relations, and discuss whether or not you think it works for the brand.</p> <p>→ You have been named promotion manager for Maybelline, a well-known brand of cosmetics. You know the brand has been successful in using sales promotion plans lately, but you are concerned about how to use promotions successfully without harming the brand. How is sales promotion weak in building and maintaining a brand and how can it be used to strengthen a well-known brand? What kind of promotions would you suggest for maintaining and strengthening this brand franchise?</p> <p>→ Suppose someone said to you, “The only real measure of a salesperson is the amount of sales produced.” How might you respond?</p> <p>→ Describe some situations when it might make sense to include direct marketing in IMC for a FMCG.</p> <p>→ Describe how each website element - context, content, community, customization, communication, connection, and commerce - will be used to create a customer experience for a brand.</p> <p>→ What are the most important points of a creative brief? Develop a creative brief for the introduction of a new ‘healthier’ soft drink.</p>
<b>F</b>	<b>RECOMMENDED READING FOR SEMINARS</b>
	The books and articles mentioned at D.
<b>G</b>	<b>EDUCATION STYLE</b>
LEARNING AND TEACHING METHODS	Exposition, heuristic conversation, debate, and problematization
ASSESSMENT METHODS	Seminar activities 50% Final (written) examination 50%
LANGUAGE OF INSTRUCTION	English