



BA 337

INTEGRATED MARKETING COMMUNICATIONS (IMC)

Approved: Minutes No 15 of 11.03.2024

Lecturer: Associate Professor Atanas Luizov, PhD

ANNOTATION

This course introduces the theory and practice of Integrated Marketing Communications (IMC), which involves the coordinated planning and use of various promotional tools to achieve maximum impact and results. It examines contemporary approaches to marketing communications planning, which seek to create consistency and coherence in messages to different target audiences about the organization, its products, and brands.

MAIN OBJECTIVES AND LEARNING OUTCOMES

The course's main objective is to form a system of knowledge, skills, and competence in Integrated Marketing Communications.

The specific objectives of the course are:

- To present the essence and role of integrated marketing communications as an element of the marketing mix.
- To describe the basic principles of marketing communications.
- To present the stages of planning an integrated marketing communication campaign.
- To familiarize students with creative strategies and techniques.
- To identify the capabilities of different media for carrying messages.
- To examine the role of research in preparing and evaluating results.

Upon successful completion of the course, students will:

- Understand the fundamental principles of integrated marketing communications.
- Understand the individual tools of the promotional mix, how to use them and combine them in an integrated marketing communication program.
- Be able to develop a practical agency assignment, creative assignment, and campaign plan.
- Be able to analyze consumer behaviour.
- Know how to research, compare, and select media for campaign goals.
- Be able to analyze campaign results.

In addition to these knowledge and skills, the planned learning activities aim to develop in students:

- Good communication skills, including presentation skills.
- Analytical skills combined with the ability to collect and systematize data.
- Effective time management and teamwork.
- Creative abilities.
- Increased attention to accuracy and detail in work.

PREREQUISITES

The students must have basic knowledge of marketing, economics, and management.

STATUS AND STRUCTURE

Module	Status	Credits	Full time/Distance Learning				Part time			
			L	S	P	Total	L	S	P	Total
International Business and Management (in English)	Mandatory	6	30	30		30			30	

COURSE CONTENT

Topic 1. Integrated Marketing Communications (IMC)

The process of communication. IMC concept and functions. The promotional mix. IMC campaign planning process.

Topic 2. Organizing for marketing communications

Participants in IMC. Organizing for IMC in the firm. Communication (advertising) agencies. The client's role. Agency remuneration. Finding an agency. The client's brief.

Topic 3. Consumer Behaviour and Market Segmentation

Consumer behaviour – models. Influences on consumer behaviour. Decision-making process. Market segmentation. Defining the target groups.

Topic 4. IMC planning and the role of research

Stages of the research process. Types of research in IMC.

Topic 5. IMC campaign planning

The IMC planning process. The role of marketing strategy and marketing plan. Situation analysis. Objectives setting. Establishing the budget. Factors influencing the budgets.

Topic 6. Branding

Determining the attributes, benefits, and values associated with the product. Brand equity – concept and research.

Topic 7. Creative strategy

The importance of creativity in marketing communications. The creative strategy development. The creative brief. Creative strategies and techniques.

Topic 8. Message

Copywriting. Typography and visualisations. Composition.

Topic 9. Communication Channels

Media types. Audience research.

Topic 10. Media planning

The media planning process. Media objectives. Selecting media. The media mix.

Topic 11. Advertising

The role of advertising. Types of advertising. Advertising models and concepts.

Topic 12. Sales promotions

The scope and role of sales promotions. The growth of sales promotions. Types of sales promotions.

Topic 13. Public relations

The role of PR. Marketing public relations functions. Integrating the PR into promotional mix.

Topic 14. Direct marketing

Direct marketing as marketing communication technique. Direct marketing media and tools.

Topic 15. Personal selling

Personal selling as marketing communication tool. The personal selling process.

Topic 16. The Internet and interactive media

The internet and IMC. Internet marketing tools.

Topic 17. Measuring the effectiveness of promotional program

Defining success. Conducting research for measuring the effectiveness of IMC tools. How to approach an evaluation.

Topic 18. Regulation and ethics in marketing communication

Marketing communication regulations. Self-regulation and state regulation. Ethics and marketing communication.

PLANNED LEARNING ACTIVITIES AND METHODS OF INSTRUCTION

The "Integrated Marketing Communications" course encourages active student participation in learning. The lecture material is divided into thematic areas, and each topic ends with discussion questions. The semester exercises include discussions, tests, and work on assignments (individual and group). The following teaching methods are used:

- Case study - describes real situations from planning a promotional campaign. Students are required to identify a specific problem and propose a solution, which is then discussed.
- Brainstorming - the goal is to generate ideas for solving a given task.
- Discussion - a dialogical form is used to consolidate knowledge and present different points of view.
- Project - the lecturer sets the product categories and brands for the projects (Client's brief, Creative brief, IMC campaign plan). The projects are presented to all students in the course, and they are evaluated for clarity, accuracy, originality, and communication.

ASSESSMENT METHODS

Final grades in this course will be based on assignments and exam. Students must complete 5 assignments during the semester. The exam consists of open-ended and close-ended questions and cover the required reading and course content. The students' grades will be based on their performance on the following:

- 1st assignment: 0-5 points
- 2nd assignment: 0-5 points
- 3rd assignment: 0-5 points
- 4th assignment: 0-15 points
- 5th assignment: 0-30 points
- Exam: 0-40 points

This course has a total of 100 points available. The student's final grade will be assigned based on the following scale:

- 91-100 pts: 6 (A)
- 81-90 pts: 5 (B)
- 71-80 pts: 4 (C)
- 61-70 pts: 3 (D)
- Below 60 pts: 2 (F)

Students who do not participate in developing assignments and do not submit them by the deadline will not be allowed to take the exam. During the development of the assignments, many intermediate phases require consultation with the lecturer. Presenting another people's work (partially or entirely) will be considered as cheating.

CORE READING LIST

1. Luizov, At. Integrated Marketing Communications. Moodle platform, Burgas Free University.

FURTHER READINGS

2. Barry, P. (2008). The Advertising Concept Book. London: Thames & Hudson.
3. Belch, G., M. Belch, (2003). Advertising and Promotion: an Integrated Marketing Communications Perspective, 6-th edition. New York: The McGraw-Hill.
4. Broadbent, S., Br. Jacobs (1984). Spending Advertising Money, 4-th edition. London: Business Books Ltd.
5. Broadbent, S. (1997). Accountable Advertising. London: Admap Publications.
6. Bullmor, J. (2003). More Bull More. London: WARC.
7. De Pelsmacker, P., Geuens, M., & Van den Berg, J. (2007). Marketing communications: a European perspective (3rd ed.). Pearson Education ; Financial Times ; Prentice Hall.
8. Franzen, G. (1999). Brands & Advertising. London: Admap Publications.
9. Goldenberg, J., Mazursky, D., and Solomon, S. (1999). Creativity Tools: Toward Identifying the Fundamental Schemes of Quality Ads, Marketing Science, 18, pp. 333-351.
10. Kelley, L. D., Jugenheimer, D. W. (2006). Advertising Account Planning. New York: M. E. Sharpe.
11. Peter, J. P., Olson, J. (2010). Consumer Behavior & Marketing Strategy, ninth edition. New York: McGraw-Hill/Irwin.



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