

LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Explain use of advertising and sales promotion as a marketing tool.
2. Describe advertising and sales promotional appeals.
3. Explain appropriate selection of media.
4. Discuss means of testing effectiveness of advertising and sales promotion.

OUTLINE OF INSTRUCTION:

- I. An Introduction to Integrated Marketing Communications
 - A. The history & growth of integrated marketing communications
 - B. Elements & explanation of the promotional mix for integrated marketing communications
 - C. The integrated marketing communication planning process

- II. Integrated Marketing Communication in the Marketing Process
 - A. Marketing strategy & analysis
 - B. The target marketing process & positioning
 - C. Developing the marketing planning program & advertising & promotion
 - D. Establishing objectives and budgeting for the promotional program

- III. Understanding Consumer Behavior
 - A. Consumer behavior defined
 - B. The consumer decision-making process & factors that affect the process

- IV. The Communication Process
 - A. The bThe

