## COX 4133 MARKETING COMMUNICATION (3 CU)

**Course Description:**

This course is designed to provide an insight to all aspects of marketing communication, including strategies for communication, processes of exchange, communication theory, marketing communication mix, understanding how customers process information, ethics in marketing communication, internal marketing communications, communication financial resources, environmental influence on marketing communication, marketing communication across borders, It provides an understanding of the theories inter-organizational relationships, the communication industry, marketing communication strategies and planning,, and a practical application in the context of the marketing communication cycle processes of research, planning, organization, implementation and control.

**Course objectives:**

* To appreciate the complexity of the environmental context and its impact on marketing communication
* To introduce the fundamental issues concerning net works
* To provide an introduction to the communication industry (media, clients, agencies and support organization)
* To introduce and explore the nature of branding
* To consider the development of communication across boarders.

**Learning Outcomes:**

* Critically evaluate marketing communications concepts and theory.
* Identify and evaluate a range of marketing communications activities.
* Outline key components, features and processes of marketing promotional plans.

**Intellectual, Practical and Transferable Skills**

Problem solving, analytical skills, team work and communications skills, practical

**Teaching and Learning Pattern**

Lectures, cases, exercises and course work. All of these are oriented to develop the analytical capacity of the students. Much attention is paid to the development of practical skills and knowledge. Cases will develop students’ problem solving skills as well as their ability to work in a team.

**Course content will include:**

The communication theory, marketing communication mix, understanding how customers process information, customer decision marking, purpose and audience, ethics in marketing communication, internal marketing communications, communication financial resources, environmental influence on marketing communication, stakeholders supply chain and inter-organizational relationships, the communication industry, marketing communication strategies and planning, promotional objectives and positioning, branding and the role of communication, marketing communication across borders, advertising messages and creative approach sales promotion techniques and sponsorship.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

###### Indicative Sources

1. O’Guinn, T.C., Allen, C.T. and Semenik, R.J. (2006), *Advertising and Integrated Brand Promotion, 4th edition*, Thomson South-Western, Ohio.
2. Belch, G.E. and Belch, M.A. (2003), *Advertising and Promotion: An Integrated Marketing Communications Perspective*, New York: McGraw-Hill/Irwin.
3. Blair, M., Armstrong, R. and Murphy, M. (2003), *The 360 Degree Brand in Asia: Creating More Effective Marketing Communications* Singapore: John Wiley &Son.
4. Clow, K. E., and Baack, D. (2004), *Integrated Advertising, Promotion, and Marketing Communications*, 2nd edition, New Jersey: Pearson Prentice Hall
5. Hulbert, J.M., Capon, N. and Piercy, N. (2003), *Total Integrated Marketing: Breaking the Bounds of the Function*, New York: Free Press.
6. Pickton, D. and Broderick, A. (2001), *Integrated Marketing Communications*, London: Pearson Education.
7. Schultz, D.E., Tannenbaum, S.I. and Lauterborn, R.F. (1993), *Integrated Marketing Communications*, Chicago: NTC Publishing Group.
8. Semenik, R.J. (2002), *Promotion and integrated Marketing Communications*, Ohio: South-Western Thomson Learning.
9. Smith, P.R. and Tylor, J. (2002), Marketing Communications*: An Integrated Approach*, London: Kogan Page.
10. Tuckwell, K.J. (2005), Integrated Marketing Communications: Strategic Planning Perspectives, Toronto: Pearson Prentice Hall.