

DISCLAIMER: This course outline is only a sample and is subject to change. Course materials, assignments, dates, and weighting will vary depending on delivery format and instructor.

Territory Acknowledgement

We acknowledge and respect the ləkʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and WSÁNEĆ peoples whose historical relationships with the land continue to this day.

Marketing Communication

BMBA 330

Course Description

This course looks at an effective and strategic approach for implementing the promotional aspects of marketing. You will learn and develop your skills in Integrated Marketing Communications (IMC) tools including social media, public relations, corporate communications, sales promotion, sponsorship, cross-cultural marketing, advertising, and new communications. The integrating approach is used today by marketing departments to maximize the effectiveness of communication, be more cost effective, and ensure diverse audiences or stakeholders can receive and respond to clear marketing and organizational messages. The course will explore the PESO model and media planning as ways to apply this integration.

In this course, you will develop planning strategies for finding target markets, create relevant key messages and recommend the right communication tools to support an organization's marketing communication efforts.

This overview will enhance your understanding of evolving marketing communication trends and how to use them ethically to enhance your organization's reputation. It will also incorporate content about strategic elements of IMC including branding, communications theory, and creativity.

Finally, you will build applied skills in developing an integrated marketing communications plan through a class project.

Learning Outcomes

Upon completion of this course, you will be able to:

- Describe the many of the functional areas of business and management and the integrative nature of those functional areas
- Demonstrate analytical and business decision-making skills
- Apply the course materials to business situations in a business case

- Determine interest in further study in business and management
- Apply global, cross-cultural, and Indigenous perspectives to business strategies, functions, and operations
- Identify and develop personal leadership skills required for leading successful business ventures
- Apply ethical, social, and sustainable responsibility to business strategies, functions, and operations

Resources

This course uses several Open Education Resources as learning and text resources.

Open Education Resources include reference and teaching materials that are in the public domain, meaning anyone can access them. The OER's in this course have been written and researched by college and university instructors who teach in the areas of business, business communications, marketing, public relations and integrated marketing communications.

Note that OER are not like textbooks in that there are few illustrations or formatting elements and due to the nature of this course, there is not one source but several. These are noted under the *Resources and Readings* section on the *Introduction* page for each Unit. They are available to you for use at no charge.

In addition, you will also have assigned readings in the form of news articles and blog posts with links in this course from a variety of sources that can be accessed through the internet. You also have assigned podcasts on current issues and case examples in Marketing Communications.

Note that the most important concepts will be covered in the weekly lessons. Each week you should aim to complete the course lessons first, watch the video lessons, and then complete the readings and resource material afterwards to solidify and build on the concepts.

Weekly Schedule

Week	Topics
Week 1	Introduction What is Marketing
Week 2	What is Marketing Communications
Week 3	The PESO Model for Integration
Week 4	Communications Theory
Week 5	Ethics and Corporate Social Responsibility
Week 6	Creativity
Week 7	Branding
Week 8	Developing an IMC Plan
Week 9	
Week 10	Working with Clients and the Creative Brief
Week 11	Communication Tools
Week 12	
Week 13	Final Implementation

Evaluation

Assignment	Due Date and Time	Mark
Assignment 1	Sunday of Week 6	25%
Assignment 2	Sunday of Week 7	10%
Assignment 3 Part 1 (Group)	Sunday of Week 10	20%
Assignment 3 Part 1 (Group)	Sunday of Week 12	15%
Quizzes	Multiple dates	15%
Participation	Ongoing	15%
	Total	100%

Assignments

Assignment 1 | The Ethics Case Assignment

Individual assignment

Grade: 25% of final grade

Suggested start date: Monday, Week 5

Due date: 11:59 p.m. PT, Sunday, Week 6

Assignment 2 | Creativity

Individual assignment

Grade: 10% of the final grade

Suggested start date: no later than Wednesday, Week 6

Due date: 11:59 p.m. PT, Sunday, Week 7

Assignment 3 | The IMC Group Planning Project

Group assignment

Grade: 35% of final grade

Due Date: Multiple due dates

- Assignment 3 Part 1: Sunday, Week 10
- Assignment 3 Part 2: Sunday, Week 12