

1.	Course Title	Integrated Marketing Communication
2.	Course Number	1604325
3.	Credit Hours (Theory, Practical)	3
	Contact Hours (Theory, Practical)	3
4.	Prerequisites/ Corequisites	-
5.	Program Title	BA in Marketing
6.	Program Code	04
7.	School/ Center	Business School
8.	Department	Marketing
9.	Course Level	3
10.	Year of Study and Semester (s)	1st term 2025/26
11.	Other Department(s) Involved in Teaching the Course	N/A
12.	Main Learning Language	English Language
13.	Learning Types	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
14.	Online Platforms(s)	<input type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams
15.	Issuing Date	October 5, 2025
16.	Revision Date	October 5, 2025

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Contact hours: STT 10:30-11:30 Am

STT 12:30-01:30 Pm

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18. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19. Course Description:

This course aims to deepen students' understanding of the core principles and strategic practices of marketing communications. It emphasizes the integration of diverse promotional tools used by marketers to effectively engage, inform, and influence target audiences. The course provides a comprehensive managerial framework for Integrated Marketing Communications (IMC) planning and execution.

Topics include:

The role and significance of IMC in modern marketing, Brand Management, the communication process, Traditional Media Channels, Digital and Mobile Marketing, Social Media, Database and Direct Response Marketing and Personal Selling, Regulations and Ethical Concerns

20. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

1. Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions
2. Describe the theories and concepts in the field of digital marketing



3. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.
4. Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.
5. Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different market segments.
6. Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.

21. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

1. To have an adequate knowledge of marketing principles in general and integrated marketing communication
2. To acquire theoretical and practical knowledge in integrating different promotion tools
3. Acquiring the ability to employ marketing skills and to organize work in groups to accomplish marketing project
4. Acquiring the ability to connect different marketing concepts (such as branding, targeting, and positioning) and to employ them in creating an integrated marketing campaign

Course ILOs	The learning levels to be achieved					
	Remembering	Understanding	Applying	Analysing	evaluating	Creating
1	x					
2			x			
3			x			
4						x

22. The matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program:



Program ILOs Course ILOs	ILO (1)	ILO (2)	ILO (3)	ILO (4)	ILO (5)
1	x				
2		x			
3				x	
4				x	
5					

23. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	1 Integrated marketing communication	1	F2f	e-learning	Syn	exam	Text book
	1.2	Integrated marketing communication	1	F2f	e-learning	Syn		
	1.3	Integrated marketing communication	1	F2f	e-learning	Syn		
2	2.1	2 Brand Management	2	F2f	e-learning	Syn	exam	Text book
	2.2	Brand Management	2	F2f	e-learning	Syn	exam	Text book
	2.3	Brand Management	2	F2f	e-learning	Syn	exam	Text book
3	3.1	4 The IMC Planning Process	1+2	F2f	e-learning	Syn	exam	Text book
	3.2	The IMC Planning Process	1+2	F2f	e-learning	Syn	exam	Text book



	3.3	The IMC Planning Process	1+2	F2f	e-learning	Syn	exam	Text book
4	4.1	7 Traditional Media Channels	1+2	F2f	e-learning	Syn	exam	Text book
	4.2	7 Traditional Media Channels	1+2	F2f	e-learning	Syn	exam	Text book
	4.3	7 Traditional Media Channels	1+2	F2f	e-learning	Syn	exam	Text book
5	5.1	8 Digital and Mobile Marketing	1+2	F2f	e-learning	Syn	exam	Text book
	5.2	8 Digital and Mobile Marketing	1+2	F2f	e-learning	Syn	exam	Text book
	5.3	8 Digital and Mobile Marketing	1+2	F2f	e-learning	Syn	exam	Text book
6	6.1	8 Digital and Mobile Marketing	1+2	F2f	e-learning	Syn	exam	Text book
	6.2	8 Digital and Mobile Marketing	1+2	F2f	e-learning	Syn	exam	Text book
	6.3	8 Digital and Mobile Marketing	1+2	F2f	e-learning	Syn	exam	Text book
7	7.1	9 Social Media	1+2	F2f	e-learning	Syn	exam	Text book
	7.2	9 Social Media	1+2	F2f	e-learning	Syn	exam	Text book
	7.3	9 Social Media	1+2					
8	8.1	Midterm Exam						
	8.2							
	8.3							



9	9.1	11 Database and Direct Response Marketing and Personal Selling	1+2	F2f	e-learning	Syn	exam	Text book
	9.2	11 Database and Direct Response Marketing and Personal Selling	1+2	F2f	e-learning	Syn	exam	Text book
	9.3	11 Database and Direct Response Marketing and Personal Selling	1+2	F2f	e-learning	Syn	exam	Text book
10	10.1	11 Database and Direct Response Marketing and Personal Selling	1+2	F2f	e-learning	Syn	exam	Text book
	10.2	11 Database and Direct Response Marketing and Personal Selling	1+2	F2f	e-learning	Syn	exam	Text book
	10.3	11 Database and Direct Response Marketing and Personal Selling	1+2	F2f	e-learning	Syn	exam	Text book
11	11.1	14 Regulations and Ethical Concerns	1+2	F2f	e-learning	Syn	exam	Text book
	11.2	14 Regulations and Ethical Concerns	1+2	F2f	e-learning	Syn	exam	Text book



	11.3	14 Regulations and Ethical Concerns	1+2	F2f	e-learning	Syn	exam	Text book
12	12.1	Project preparation	3+4	F2f	e-learning	Syn	exam	Text book
	12.2	Project preparation	3+4	F2f	e-learning	Syn	exam	Text book
	12.3	Project preparation	3+4	F2f	e-learning	Syn	exam	Text book
13	13.1	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
	13.2	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
	13.3	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
14	14.1	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
	14.2	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
	14.3	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
15	15.1	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
	15.2	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book
	15.3	Project presentation	3+4	F2f	e-learning	Syn	exam	Text book

24. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	ILO/s Linked to the Evaluation activity	Period (Week)	Platform
Midterm	30	1,2,3,4,5		8	F2F
Final	50	6,7,8,9,10		16	F2F
Project	15	To be discussed		10	F2F
Class activities	5				



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25. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

26. Course Policies:

- A- Attendance policies:
- B- Absences from exams and submitting assignments on time:
- C- Health and safety procedures:
- D- Honesty policy regarding cheating, plagiarism, misbehavior:
- E- Grading policy:
- F- Available university services that support achievement in the course:

27. References:

- A- Required book(s), assigned reading and audio-visuals:
Integrated Advertising, Promotion, and Marketing Communications
Authors: Kenneth E. Clow & Donald E. Baack
Edition: 9th Edition (Global Edition)
Publisher: Pearson Education Limited
Year: 2021
ISBN-13: 9781292411347
eText ISBN: 9781292411354
- B- Recommended books, materials, and media:



B- Recommended books, materials, and media:

28. Additional information:

N/A

Name of the Instructor or the Course Coordinator:	Signature:	Date:
Dr.Barween Alkurdi	05.10.2025
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
Dr. Nawras Nusirat	05.10.2025
Name of the Head of Department	Signature:	Date:
Dr. Nawras Nusirat	05.10.2025.
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
Dr. Alaeddin Ahma
Name of the Dean or the Director	Signature:	Date:
Dr. Samer Dahiyat.