

SYLLABUS

MK449E_0101_26

Integrated Online and Offline Communication (strategy level) Part 1

ACADEMIC AREA :	MARKETING AND NEGOTIATION
PROGRAMME :	MASTER DMM / PGE / UGTC LEVEL 4 PGE
PERIOD :	SPRING
COORDINATOR :	Ms. Ljupka NAUMOVSKA
INSTRUCTOR(S) :	Ms. Ljupka NAUMOVSKA
CONTACT HOURS :	24.0 hours
STUDY TIME :	null hours (Class preparation, homework and assessments)
CREDITS :	4.0 ECTS
AOL :	NO

PRE-REQUISITE MODULES :

Fundamentals of Marketing

MODULE DESCRIPTION :

This module explores the essential concepts of contemporary and advanced Integrated Marketing Communication (IMC) within the context of today's rapidly evolving marketing environment, with particular emphasis on digital communication strategies. Students will examine the evolution of IMC and gain a comprehensive understanding of advertising and promotional tools, as well as the strategic role of social media, blogs, digital advertising, content creation, and gamification in modern marketing practices.

In alignment with advancements brought by Industry 4.0—including artificial intelligence and the Metaverse—the module will also focus on profiling the evolved consumer and analysing how digital platforms, especially social media, have become some of the fastest-changing components of marketing communication.

Through its structure, methodology, and practical tools, the module ensures a holistic and integrated learning experience. Students will acquire the knowledge and competencies needed to design and manage advanced IMC strategies that effectively blend offline and online communication in order to respond to the fast-paced dynamics of contemporary markets.

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Develop a sustainable strategic vision to Connect (eco-)systems #ConnectSystems
- Integrate disciplines and deep knowledge to Create innovative solutions #CreateSolutions

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Explain and analyse strategic marketing objectives and the evolution of IMC.
2. Apply consumer and persona insights for segmentation, targeting, and media planning.
3. Evaluate the role of offline media within integrated communication ecosystems.
4. Demonstrate understanding of strategic social media and digital marketing.

5. Design integrated marketing and media strategies across online and offline channels.
6. Apply campaign management techniques and collaborate with external agencies.
7. Assess PR, personal selling, and alternative marketing within IMC.
8. Apply ethical and regulatory principles to IMC and marketing operations.

TOPICS COVERED :

Topics (the order may change)

1. Integrated Marketing Communication (IMC): Foundations, planning processes, structural components, key elements, and contemporary digital perspectives.
2. Targeting and Consumer Insight: Segmentation, consumer behaviour, and the profiling of the evolved customer within an advanced IMC framework.
3. Brand Management: Brand elements, brand architecture, and strategic brand-building approaches.
4. Media Strategy: Offline and online media tools, cross-channel integration, and media selection aligned with target audiences and communication objectives.
5. Digital Marketing and Social Media: Platforms, strategies, analytics, and their role in modern IMC systems.
6. Budgeting: Budget-setting methods, allocation strategies, and optimisation in integrated campaigns.
7. Advertising Campaign Management: Planning, launching, monitoring, targeting, media planning, optimisation, and performance evaluation.
8. Alternative and Experiential Marketing: Role and importance within the global IMC (GIMC) concept, including data-driven marketing, public relations, and sales promotion techniques.
9. Ethics and Regulation in Marketing: Ethical challenges, responsible communication, and regulatory frameworks governing IMC practices.

RESEARCH-LED TEACHING :

Research findings from Multi - generational Marketing for socio-psychological targeting and from Marketing to Gen Z

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

Gender equality and social justice

CSR NB HOURS :

2

SUSTAINABLE DEVELOPMENT GOALS COVERED :

- 04 - Quality education
- 05 - Gender equality
- 12 - Responsible consumption and production

TEACHING METHODS :

The module combines interactive lectures with a variety of practical and experiential teaching techniques to ensure an engaging, facilitative, and inclusive learning environment. Teaching methods will include:

1. Case Studies, Workshops, and Experiential Activities:
Analysis of real-world cases, hands-on workshops, and gamified competitions designed to reinforce theoretical concepts and foster students' professional, creative, and entrepreneurial mindsets.
2. Multimedia and Contemporary Campaign Analysis:

Review of current global marketing campaigns and digital communication examples (e.g., social media pages, mobile marketing initiatives, blogs, and digital platforms) to connect learning materials with real-time industry practice.

3. Group Discussions and Critical Analysis:

Structured student-led discussions centred on real business scenarios to encourage critical thinking, problem-solving, and the application of IMC concepts.

4. Instructor Input and Feedback:

Regular guidance through mini-lectures, feedback sessions, and support materials, complemented by students' independent pre-reading, online resources, and written assignments.

5. Three Modes of Interaction to Enhance Engagement:

Instructor–student interaction

Student–content interaction

Student–student interaction

These will collectively encourage active participation and deeper learning.

6. Active Student Involvement:

Students will be encouraged to participate in individual and group presentations, engage in critical debate, and provide constructive peer evaluations.

7. Flipped Classroom Elements:

Each session will begin with a brief review of learning from the previous class and/or student presentations of assigned pre-reading, supporting continuous learning and preparedness.

8. Collaborative Learning and Team Projects:

Students will form small project teams and report weekly on their progress. Final project outcomes will be presented and evaluated during Session 9 by both the instructor and peers.

9. Assessment Components:

Grades will be based on a combination of a team assignment, an individual report, and evidence of proactive participation during class sessions.

10. Commitment to Diversity and Inclusive Learning:

The module places strong emphasis on respecting diversity, supporting equitable participation, and fostering an inclusive atmosphere for all learners.

Further details, resources, and materials will be provided during the course.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Final	Individual	Final written exam	55%	2 Heures	3, 4, 5, 6
Continuous	Group	Participation or task completion	30%	3 Heures	1, 2, 5, 6, 7, 8
Continuous	Individual	Participation or task completion	15%	3 Heures	1, 8, 9, 10

Assessment 1 details:

Final written exam pen and paper based on a specific case study

Assessment 2 details:

Team work on IMC plan that mirrors the sessions and course structure, completed as a case study and presented on S8.

Assessment 3 details:

choosing a LinkedIn Learning Certificated course (up to 3h) on:

- Digital Marketing
- AI in Marketing
- SEO
- Content in Marketing

obtaining the certificate and presenting a short 15m version of the learning.

ACADEMIC INTEGRITY :

Academic misconduct encompasses various behaviors or actions that violate the principles of academic integrity, fairness, and honesty, thereby undermining the credibility of academic work, assessments, or research. Examples of academic misconduct include:

- Cheating
- Plagiarism
- Fabrication
- Gaining an unfair advantage
- Assisting others in committing academic misconduct, such as by utilizing generative AI
- Falsification of records or official documents
- Unauthorized access to restricted information or data
- Unauthorized or unethical use of generative AIS

Academic misconduct is a serious offense and can result in consequences such as module failure, research project failure, or even expulsion from the school. To prevent unintentional academic misconduct, it is essential to consult with your instructor to understand the specific rules and instructions pertaining to the use of AI in learning and assessment.

For more comprehensive information on academic integrity rules, principles, and disciplinary procedures, please refer to the Academic Integrity section of the Student Handbook.

BIBLIOGRAPHY :

Books:

Integrated Advertising, Promotion, and Marketing Communications by Kenneth E. Clow & Donald E. Baack: 9th edn, (2021). [eBook 2017 edn <https://bit.ly/49kl5zD>]

Advertising Media Planning by Jack Z. Sissors & Roger B. Baron: 7th Edition (2010). [eBook <https://bit.ly/4pjyZH4>]

Additional Reading

Books:

Digital Marketing Strategy: An Integrated Approach to Online Marketing (Kingsnorth) 4th Edition (2025) — Kogan Page.

- Also a 3rd Edition (2022) is available

Websites / Blogs / Platforms:

<https://www.interbrand.com/>

<https://www.brandchannel.com/>

<https://adage.com/>

<https://www.marketingprofs.com/>

Further reading and references of important research articles and case studies will be given during the module sessions

MODULE PLAN SESSIONS :

Plan Session 01 :

1 / Introduction: course outline, learning outcomes, methodology and structure.

Topics: Fundamentals of strategic communications; The emerging [digital] trends in Marketing Communications; IMC [Integrated Marketing Communication] Process; Marketing Research; Competitive analyses, BCG Matrix.

// Clow & Baack (2021) ch: 1, 4.//

Pre-reading for S2: Case study on multi-generational marketing.

Plan Session 02 :

2 / Topic: IMC Model and New 7P model

Topics: Brand Management; Corporate Brand; Brand elements.

Best Global Brands newest edition analyses.

// Clow & Baack (2021).// ch: 1, 4, 2

Plan Session 03 :

3 / Topics: Market segmentation by consumer group (targeting); Multigenerational segmentation; Consumer values and attitudes;

Consumer buying behaviour (trends).

Communication objectives and Positioning

In class team game / assignment on demographic and psychographic description [customer profile] of a consumer group (details will be delivered during module session)

!Pre-reading for S4: Sissors, J. and Baron R. (2010). Ch: 1, 6.

!Group project delivery assignment (small teams to work on throughout the module and deliver / present during final session)

Plan Session 04 :

4 / Topics: M

Content strategy creation

Media plan

Marketing tools and tactics

Budgets

Media: offline – traditional media; Online media – Social media; Social media platforms; Digital Marketing. Media planning strategy;

Connecting media with consumer groups.

//Clow & Baack (2021). Ch: 7//

// Sissors, J. and Baron R. (2010). Ch: 1, 6, 10 //

!Individual exercise / homework: Developing media plans based on the case study of S2 - multi-generational segmentation.

!Pre- reading for S5: Valos et al., Vanya Louise Maplestone, Michael Jay Polonsky & Mike Ewing (2017) Integrating social media within an integrated marketing communication decision-making framework.

Plan Session 05 :

5 / Topics:

Connecting the dots,

campaigns planning, Content creation

the new Customer Journey

//Clow & Baack (2021). ch 8, 9//.

Case study: Instagram profile of Nike Woman.

Plan Session 06 :

6 / Topics:

Campaigns execution

Funnel optimization

Marketing Budgeting; budget allocation strategies.

// Sissors, J. and Baron R. (2010). ch: 2, 3, 5// //Clow & Baack (2021). ch: 5/

!<Group project review>

Plan Session 07 :

7/ Topics:

Topics: Data driven marketing concepts, PR and Sales promotions; The importance of Ethics in Marketing and the means of Regulations. Monitoring and Evaluating campaigns, Controlling the campaign execution

Flipped classroom: ChatGPT and AI influence over content MKT

//Clow & Baack (2021). Ch: 5, 6, 15//

// Sissors, J. and Baron R. (2010). Ch: 2, 10./

Plan Session 08 :

S8

!Team project final presentation

