

SYLLABUS

MK449E_0101_25

Integrated Online and Offline Communication

ACADEMIC AREA	: MARKETING
PROGRAMME	: MASTER DMM
PERIOD	: SPRING
COORDINATOR	: Ms. Ljupka NAUMOVSKA
INSTRUCTOR(S)	: Ms. Ljupka NAUMOVSKA
CONTACT HOURS	: 24 hours
STUDY TIME	: null hours (Class preparation, homework and assessments)
CREDITS	: 4.0 ECTS

PRE-REQUISITE MODULES :

Fundamentals of Marketing

MODULE DESCRIPTION :

The module covers the essentially important concepts of contemporary and advanced Integrated Marketing Communication (IMC) within a framework of numerous communication techniques related to the dynamic marketing environment, paying a special focus on digital marketing. While understanding and learning about the evolved IMC, we are going to cover advertising and promotions, but also the role of social media, blogs, digital ads, content creation, gamification in marketing and other dynamic concepts from a strategic and integrated aspect. Following the advances of the Industry 4.0, the influence of AI and Metaverse, as marketers we are going to precisely profile the evolved consumer and highlight how social media is one of the most rapidly evolving aspect of marketing communications. Hence, the module structure, methodology and tools will ensure students comprehensive learning of advanced IMC in the context of integrating the offline and online communication for the purpose of addressing the market fast-paced dynamic

CONTRIBUTION TO PROGRAMME LEARNING OBJECTIVES :

- Integrate disciplines and deep knowledge to Create innovative solutions #CreateSolutions

MODULE INTENDED LEARNING OUTCOMES (ILOs) :

1. Understand the conversion of business to strategic marketing objectives, the role of strategic marketing model - IMC: Integrated Marketing Communication and its evolving structure due to technological and digital evolution reflected through offline and online marketing communication.
2. Developing deep and profound knowledge of the evolved customers [buying persona model] through set of demographic and socio-psycho-graphic characteristics as a platform for segmented targeting and media planning.

3. Fostering knowledge of offline media and their role in online dominated marketing setup.
4. Prompting understanding of strategically important social media and digital marketing in the context of progressive global business environment.
5. Developing skills to design and plan an integrated marketing strategy and integrated media plan of an online and offline channels.
6. Learning techniques for managing an integrated marketing campaign and cooperating with outsourced marketing agency.
7. Learning of the importance of Public Relations, Personal sales, Alternative Marketing as an integral part of IMC.
8. Applying ethics and Regulations to IMC Model and Marketing operations in genera

TOPICS COVERED :

1. Integrated Marketing Communication [IMC]: foundations, planning process, structure, elements and digital perspective
2. Targeting, consumer behavior and segmentation within a framework of evolved IMC and understanding of the evolved customer 3. Brand management (brand elements, architecture and strategy)
4. Media: offline, online and integration with regard to the targeted segment and communication objectives
5. Digital Marketing and social media
6. Budgeting and budget allocation strategies
7. Advertising campaign management: planning, launching, monitoring, targeting, media planning and evaluating
8. Alternative marketing and it's importance in [G]IMC concept. Data driven marketing concepts, PR and Sales promotions
9. The importance of Ethics in Marketing and the means of Regulations

RESEARCH-LED TEACHING :

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

CSR AND SUSTAINABLE DEVELOPMENT GOALS :

CSR NB HOURS :

SUSTAINABLE DEVELOPMENT GOALS COVERED :

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

TEACHING METHODS :

The module will mix lecturing sessions with variety of practical teaching techniques to ensure facilitative and inclusive learning of students. The techniques will include:

1. Case studies analyses, workshops and games / competitions to support learning theoretical sessions and enhance students professional and entrepreneurial mind set
2. Multimedia approach: scanning up to date global campaign and aligning the content with learning material (social media fan pages, mobile marketing, blogs, platforms)
3. Group discussions with critical analyses over real business scenarios
4. Instructor input and feedback, students' pre-reading, on-line and written material
5. Three types of interaction will be ensured for the purpose of efficient and proactive student engagement: a. Instructor – student
b. Student – content
c. Student – student.
6. Each student will be encouraged to be actively involved presenting individual or team project, critically discussing and peer evaluating
7. Each session will begin with diagnosis of learning from the previous session and or / presentation of the pre- reading

material (flipped classroom)

8. Students will be encouraged to construct small learning groups for conducting the team projects and they will be asked to provide feedback on progress about their team project each week. The completed project will be presented and evaluated by the instructor and the peers in session 9

9. Elements composing the grading system: team assignment, individual report and proactive discussion during sessions

10. Respecting and promoting diversity and proactive inclusive learning will be important element of the methodology.

Further details and materials will be given during the class.

METHODS OF ASSESSMENT :

Continuous/Final	Group/Individual	Assessment	Weight	Duration	ILOs assessed
Final	Individual	Final written exam	60%	3h	3, 4, 5, 6
Continuous	Group	Participation or task completion	30%	3h	1, 2, 5, 6, 7, 8
Continuous	Group	Participation or task completion	10%	3h	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:

Flipped classroom, students will prepare the topic

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:

- Clow, K. E. & Baack, D. (2017). Integrated Advertising, Promotion, and Marketing Communications. (7th edn). Pearson Education. [eBook <https://bit.ly/3xWTzUt>].
- Sissors, J. & Baron R. (2010). Advertising Media Planning. (7th edn). McGraw-Hill. [eBook <https://bit.ly/3NrQmBV>]

Additional Reading

Books:

- Moriarty, S., Mitchell, N. and Wells, W. (2018). Advertising & IMC: Principles & Practice. (11th edn). Pearson.
- Kingsnorth, S. (2019). Digital Marketing Strategy: An Integrated Approach to Online Marketing. London: Kogan Page.
- Smith, P. R. and Zook, Z., Taylor, J. (2019). Marketing communications: Integrating offline and online with social media. (7th edn). London: Kogan Page.
- Smith & Taylor. (2016). Marketing Communications. (6th edn). Kogan Page.

Articles:

- Amanda Zwerin, Theresa B. Clarke & Irvine Clarke III (2020) Traditional and Emerging Integrated Marketing Communication Touchpoints Used in Effie Award-Winning Promotional Campaigns, Journal of Promotion Management, 26:2, 163-185, DOI: 10.1080/10496491.2019.1699626
- Michael J. Valos, Vanya Louise Maplestone, Michael Jay Polonsky & Mike Ewing (2017) Integrating social media within an integrated marketing communication decision-making framework, Journal of Marketing Management, 33:17-18, 1522-1558, DOI: 10.1080/0267257X.2017.1410211

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 (2017) 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 Globla Brans newest edition analyses.

// Clow & Baack (2017).// 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 (2017). 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 (2017). 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 (2017). 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 (2017). Ch: 5, 6, 15//
// Sissors, J. and Baron R. (2010). Ch: 2, 10./

Plan Session 08 :

S8
!Team project final presentation

