



ORIGINAL COURSE IMPLEMENTATION DATE: September 2008  
 REVISED COURSE IMPLEMENTATION DATE: September 2018  
 COURSE TO BE REVIEWED: (six years after UEC approval) February 2024  
 Course outline form version: 09/15/14

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 426		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Integrated Marketing Communication																			
<b>Course Short Title (if title exceeds 30 characters):</b> Integrated Marketing Cmn.																			
<b>Faculty:</b> Faculty of Professional Studies		<b>Department (or program if no department):</b> School of Business																	
<b>Calendar Description:</b> Students develop an integrated marketing communication program for a real-world client using promotion mix elements, including print ads, sales promotions, public relations, direct marketing, social media, banner ads, Google ad words, search engine optimization, and corporate websites.																			
<b>Prerequisites (or NONE):</b>		(BUS 223 or BUS 323), BUS 327, and (BUS 329 or CMNS 375).																	
<b>Corequisites (if applicable, or NONE):</b>		None																	
<b>Pre/corequisites (if applicable, or NONE):</b>		None																	
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: <b>BUS 463</b> Cross-listed with: Equivalent course(s): <b>BUS 463</b> <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 45</b> <b>Typical structure of instructional hours:</b> <table border="1"> <tr> <td>Lecture hours</td> <td>15</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td>10</td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>45</b></td> </tr> </table>		Lecture hours	15	Seminars/tutorials/workshops	20	Laboratory hours		Field experience hours	10	Experiential (practicum, internship, etc.)		Online learning activities		Other contact hours:		<b>Total</b>	<b>45</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>45</b>																		
		<b>Maximum enrolment (for information only): 25</b> <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually																	
<b>Department / Program Head or Director:</b> Dr. Frank Ulbrich		<b>Date approved:</b> October 31, 2017																	
<b>Faculty Council approval</b>		<b>Date approved:</b> December 8, 2017																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> February 16, 2018																	
<b>Dean/Associate VP:</b> Dr. Tracy Ryder Glass		<b>Date approved:</b> December 8, 2017																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 23, 2018																	

**Learning Outcomes**

Upon successful completion of this course students will be able to:

- LO 1. Develop marketing communication strategies to achieve client based marketing objectives,
- LO 2. Formulate target market profiles, product positioning strategies, and product message strategies,
- LO 3. Design marketing campaign concept strategies to finished product format for a variety of media,
- LO 4. Develop a media plan including a budget and implementation schedule.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Lectures, projects, problem-solving, discussions, field trips, and case analysis.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Belch, G., Belch, M., & Guolla, M.	Advertising and Promotion, an Integrated Marketing Communication Perspective	<input checked="" type="checkbox"/>	McGraw-Hill	
2.		<input type="checkbox"/>		
3.		<input type="checkbox"/>		
4.		<input type="checkbox"/>		
5.		<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)**

Adobe Creative Suite including Illustrator, Photoshop, and InDesign.

**Typical Evaluation Methods and Weighting**

Final exam:	-	Case assignments:	60%	Midterm exam:	-	Practicum:	-
Quizzes/tests:	-	Lab work:	-	Field experience:	-	Shop work:	-
Class participation	10%	Term project:	30%	Other:	-	Total:	100%

**Details (if necessary):****Typical Course Content and Topics**

Module One: Marketing due diligence

- Marketing communication models and message strategy
- Integration of marketing strategy across mediums and tactics
- Case assignment (LO 1, 2)

Module Two: Creative design

- Creativity process and execution
- Creative and message selection process
- Message and creative design for all parts of the promotion mix
- Case assignment (LO 3)

Module Three: Media planning

- Promotion mix evaluation, selection, and effectiveness
- Creativity and message design in the virtual environment
- Budgeting and implementation schedules
- Media plan preparation
- Case assignment (LO 4)
- Participation cases (LO 1–4)

Term project (LO 1–4)