



ORIGINAL COURSE IMPLEMENTATION DATE: September 2008
 REVISED COURSE IMPLEMENTATION DATE: September 2026
 COURSE TO BE REVIEWED (six years after UEC approval): August 2031
 Course outline form version: 26/01/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: BUS 426		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Integrated Marketing Communication Course Short Title: Integrated Marketing Comm															
Faculty: Faculty of Business and Computing		Department (or program if no department): School of Business													
Calendar Description: Students develop an integrated marketing communication program for a real-world client using a variety of promotion mix elements including print ads, sales promotions, public relations, direct marketing, social media, display ads, search engine optimization, and corporate websites.															
Prerequisites (or NONE):		BUS 323 and BUS 325.													
Corequisites (if applicable, or NONE):		NONE													
Pre/corequisites (if applicable, or NONE):		NONE													
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: BUS 463 Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 25													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>15</td> </tr> <tr> <td>Tutorials/workshops</td> <td>30</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	15	Tutorials/workshops	30							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	15														
Tutorials/workshops	30														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit <i>(See bctransferguide.ca.)</i> Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: April 1, 2025													
Faculty Council approval		Date of meeting: April 11, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: August 28, 2025													

Learning Outcomes

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

1. Develop marketing communication strategies to achieve client-based marketing objectives.
2. Evaluate the ethical use of AI in completing routine marketing tasks related to marketing communication activities.
3. Formulate target market buyer personas using internal and external data.
4. Evaluate product positioning and messaging strategies for client and its competitors.
5. Design marketing campaign from concept strategies to finished format for a variety of media.
6. Develop a media plan including a budget and implementation schedule.
7. Create a media pitch to be delivered to an executive team.

Recommended Evaluation Methods and Weighting (*Evaluation should align to learning outcomes.*)

Assignments:	45%		
Project:	55%		

Details:

Case assignments include 3 team assignments (15% each). Term project includes a client report and a student “pitch” presentation to client.

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

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.*)

Lectures, projects, problem-solving, discussions, client site visits, and case analysis.

Texts and Resource Materials (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*

Type	Author or description	Title and publication/access details	Year
1. Textbook	Belch, G., Belch, M., & Guolla, M.	Advertising and Promotion, an Integrated Marketing Communication Perspective [McGraw-Hill]	Current
2.			
3.			
4.			
5.			

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

University supplied Adobe Creative Suite including Illustrator, Photoshop, and InDesign.

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 1-3)

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 3-4)

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 5)

Report and Team Pitch to client (LO 1–6)