

## SYLLABUS INTEGRATED MARKETING COMMUNICATIONS

“The mission of the Facultad de Economía y Negocios (College of Economics and Business) is to train professionals of excellence in the fields of Management, Economics, Entrepreneurship and Innovation distinguished by their ability to create new business opportunities with integrity and commitment to the development of the country.”

### A. General Information

<b>1. Academic Unit</b>	FACULTAD DE ECONOMÍA Y NEGOCIOS					
<b>2. Program</b>	INGENIERÍA COMERCIAL					
<b>3. Code</b>	EEL741M					
<b>4. Location in the curriculum</b>	V Año, II Semestre					
<b>5. Credits</b>	10					
<b>6. Type of course</b>	Mandatory		Elective	x	Optional	
<b>7. Duration</b>	Bimonthly		Semi-annual	x	Annual	
<b>8. Modules per week</b>	Theoretical	x	Practical		T.A.	
<b>9. Class hours</b>	Classes	68	Teaching Assistance		0	
<b>10. Prerequisites</b>	Marketing II					

### B. Contribution to the Graduate's Profile

Profile of the Graduated Commercial Engineer of Universidad del Desarrollo

The Ingeniero Comercial of the Universidad del Desarrollo is a professional who is trained in the field of administration and capable of not only understanding the evolution of the national and global economy but is also capable of successfully performing functions in management and business creation. This professional is characterized by his or her entrepreneurial capacity, leadership and teamwork, committed to the development of the country, acting with virtue in their academic and professional work, and prepared to face the commercial world.

The purpose of this course is to train students on the integrated concept of IMC and its main tools, so that they become capable of leading the generation and execution of more effective strategies and communications plans.

This course emphasizes integrating the various communications of a company or brand into a cohesive, measurable and valuable strategy. As such, the student shall gain an understanding of the dynamics happening in specific companies' communication spheres, and how these dynamics contribute to the achievement of an enterprise's market, financial and business objectives. The

course develops specific skills to undertake an integrated communication plan combining targeted temporary media such as internet, digital marketing and social media marketing to more physical broadcast tools and merchandising and many layers in between.

The course belongs to the “Marketing” area and builds up upon the concepts provided in “Marketing I” and “Marketing II”, taking pupils to deeper theoretical and practical levels, with a greater evaluative, analytic and communication program design emphases.

### C. Competencies and Learning Outcomes from the Course

<b>Generic Competencies</b>	<b>General Learning Outcomes</b>
<i>Entrepreneurship</i>	Analyze integrated strategies of communication applying omni-channel tools, their contribution to the company’s objectives in both public and private scopes.
<i>Ethics</i>	
<i>Global Communication</i>	
<b>Specific Competencies</b>	Produce strategic communication plans applying the planning, measurement and validation of integration marketing communication tools already learned in previous courses evaluating both messaging effectiveness and program effectiveness.
<i>Integration and Knowledge Application</i>	
<i>Management Ability</i>	
<i>Business Opportunity Detection</i>	

### D. Units, Content and Learning Outcomes

<b>Units and Content</b>	<b>Competency (Name)</b>	<b>Learning Outcomes (by unit and specific/generic competency)</b>
<b>Unit I: Strategic Communication</b> 1. Communication in Marketing 2. The promotional mix 3. The process of communication 4. IMC’s functions 5. Advertising and Promotions	<i>Global Communication</i>	Audit the promotional mix objectives of various types of enterprises using IMC tools and applying Marketing skills from core classes
<b>Unit II: Client’s knowledge</b> 1. Consumer-supply-market analysis 2. Consumer behavior 3. Decision-making 4. Segmentation and Targeting a message	<i>Global Communication</i>	Analyze consumer and client choice and evaluate value propositions to unravel how a market divides in relation to what the organization has to offer

<b>Unit III: Positioning</b> 1. Differentiation 2. Desired positioning 3. Positioning statement 4. Product, channel, brand	<i>Ethics</i>  <i>Global Communication</i>	Analyze the differentiation, the design and message, applying techniques and tools regarding the construction and evaluation of messaging efficacy.
<b>Unit IV: Communication</b> 1. The Creative Process 2. Strategic Models 3. Law & Ethics Source, Message and Channel Creative 4. Sponsorships and related topics 5. Guerrilla Marketing 6. Metrics in Marketing 7. KPIs 8. Data Capture and Analysis 9. Data and Metadata Structures 10. The funnel	<i>Entrepreneurship</i>  <i>Global Communication</i>	Formulate the differentiation, the design and message, applying techniques and tools regarding the construction and evaluation of messaging efficacy.
<b>Unit V: IMC Plan Development</b> 1. Sales promotion 2. Public relations 3. Direct Marketing 4. Personal selling 5. Digital Marketing and Social Media 6. Massive Communication 7. Budgets and measuring 8. Building a Strategic Communication Plan	<i>Entrepreneurship</i>  <i>Global Communication</i>	Analyze each communication tool, and its contribution to the process of brand image and decision making by b2b clients/ b2c customers and in b2b2c environments to create an integrated communications plan, incorporating a multimedia and omni-channel approach.

## E. Teaching Methods

The teaching methodology is based on theoretical expositions and analysis of practical examples, encouraging participation in class. The student will analyze issues that enable the application of the acquired knowledges and will face practical situations. Furthermore, students shall weekly hand in the analysis of a news related to topics of marketing communications, using the tools given in classes. The given concepts will be supported by the reading of the base text as well as of supplementary articles.

The course utilizes the following methodologies:

1. Exhibiting methodology
2. Reading of the mandatory and complementary bibliographic material and online material.
3. Analysis and discussion of up-to-date cases.
4. Individual analysis of current news

## F. Evaluation

To evaluate the accomplishment of learning results and competences development of the course, the following evaluations are contemplated, together with their corresponding percentages:

Evaluations
Mid term Certamén I
Mid term Certamén II
Tasks
Quizzes and Activities
Final Exam

Individual Participation is based upon attendance, active participation and contribution of dialogue in case analyses, and through answering questions. Full participation in weekly classes, recorded group meetings, and discussions in class and online are expected! Failure to attend to at least 60% of the sessions results in dismissal without grade.

## G. Learning Resources

### MANDATORY BIBLIOGRAPHY:

- **Advertising & IMC: Principles and Practice** (11th Edition) (What's New in Marketing), 11th Edition. By Sandra Moriarty, Nancy Mitchell, Charles Wood and William D. Wells → *Main Course Textbook*.
- **Advertising and Promotion: An Integrated Marketing Communications Perspective**. George E. Belch y Michael A. Belch (McGraw Hill 2015)
- **Marketing Management**. Phillip Kotler y Kevin Keller (Pearson-Prentice-Hall, 14<sup>th</sup> edition).

### COMPLEMENTARY BIBLIOGRAPHY:

- Current articles to be distributed before sessions
- News on national and international media
- Cases and Simulations (HBSP)
- Selection of Articles:
  - HBSP Article: **The Whole Truth, and Nothing But**. By Jeffrey Pfeffer. HBSP Article.
  - HBSP Article: **Integrated Marketing Communications: Creativity, Consistency, and Effective Resource Allocation**. Excerpted from Marketer's Toolkit: *The 10 Strategies You Need to Succeed*.
  - HBSP Article: **Glossier: Co-Creating a Cult Brand with a Digital Community**. By Jill Avery.
  - HBSP Article: **Integrated Marketing Communications**. By Robert J. Dolan.
  - HBSP Article: **Planning for Integrated Marketing Communications (Chapter 8)**. From *Building a Marketing Plan*, by Ho Yin Wong, Kylie Radel and Roshnee Ramsaran-Fowdar.

- HBSP Article: **Change Management and Internal Communication (Chapter 8)**. From Excellence in Internal Communication Management. By Rita Linjuan Men and Shannon A. Bowen (A Business Expert Press Book).
- HBSP Article: **Article Communication. The Crisis Communications Playbook: What GM's Mary Barra (and Every Leader) Needs To Know**. By Paul A. Argenti.
- HBSP Article: **Crisis Communication: Lesson From 9/11**. By Paul A. Argenti.
- YVEY Publishing Article: **Tech Talk: Creating a Social Media Strategy**. By Rüdiger Wischenbart, *"The Global Ranking of the Publishing Industry 2015"*, 3-4.