



UNIVERSITI TEKNOLOGI MARA

NMC553: INTEGRATED MARKETING COMMUNICATION

Course Name (English)	INTEGRATED MARKETING COMMUNICATION APPROVED				
Course Code	NMC553				
MQF Credit	3				
Course Description	The course aims to prepare students to apply the techniques of marketing communications to launching, building and nurturing branded products – both manufactured goods and services. The fourth P of marketing – Promotions – has metamorphosed in the past two decades to encompass a variety of activities and communication techniques. It is now termed 'Marketing Communications' and goes much beyond one-way communications such as advertising. In the hyper-competitive marketplace of today, Marketing Communications have a critical role to play in the success of brand marketing. Even the best of products cannot succeed in the marketplace without strategic support from marketing communication activities. New techniques for customer contact and involvement have evolved. New media are available. There is increasing emphasis on evaluating marketing communication activities on a regular basis to ensure financial accountability. It is no longer enough to advertise using mass media, with the occasional promotional offer to achieve quarterly sales targets. The focus is on 'Consumer Connect', with successful brands making the best use of every consumer 'Touch Point' to involve the prospective buyer, to start a dialogue and take it further.				
Transferable Skills	Managerial skills Entrepreneurial skills Leadership Problem-solving Social Media marketing				
Teaching Methodologies	Lectures, Blended Learning, Tutorial, Discussion, Presentation, Small Group Sessions , Project-based Learning				
CLO	CLO1 Understand how marketing communications influence consumer buying behaviour. CLO2 To know the different roles of the various forms and techniques of marketing communications in the context of brand marketing strategy. CLO3 Gain an appreciation of how different media and platforms orient and impact the communication process CLO4 Demonstrate their understanding of how the communication component plays a vital role in the conceptualization, development and ultimate success of a marketing campaign.				
Pre-Requisite Courses	No course recommendations				
Reading List	<table border="1"><tr><td>Recommended Text</td><td>• George E Belch, Michael A Belch 2017, <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 11 Ed., McGraw-Hill Education 2 Penn Plaza, New York. [ISBN: 9781259548147]</td></tr><tr><td>Reference Book Resources</td><td>• Terence Shimp 2006, <i>Advertising, Promotion, and Other Aspects of Integrated Marketing Communications</i>, 7 Ed., Cengage Learning [ISBN: 0-324-32143-0] • Dave Evans 2010, <i>Social Media Marketing</i>, Sybex [ISBN: 9780470634035] • Larry Percy 2008, <i>Strategic Integrated Marketing Communication</i>, 1 Ed., Routledge [ISBN: 9780750679800]</td></tr></table>	Recommended Text	• George E Belch, Michael A Belch 2017, <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i> , 11 Ed., McGraw-Hill Education 2 Penn Plaza, New York. [ISBN: 9781259548147]	Reference Book Resources	• Terence Shimp 2006, <i>Advertising, Promotion, and Other Aspects of Integrated Marketing Communications</i> , 7 Ed., Cengage Learning [ISBN: 0-324-32143-0] • Dave Evans 2010, <i>Social Media Marketing</i> , Sybex [ISBN: 9780470634035] • Larry Percy 2008, <i>Strategic Integrated Marketing Communication</i> , 1 Ed., Routledge [ISBN: 9780750679800]
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Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources