



UNIVERSITI TEKNOLOGI MARA

COM420: MARKETING COMMUNICATION

Course Name (English)	MARKETING COMMUNICATION APPROVED
Course Code	COM420
MQF Credit	3
Course Description	Marketing Communications introduces the importance of integrated marketing concepts and communication focusing in the areas of Advertising campaign, Public Relations and Marketing. This course discusses the essential elements of communication and marketing concepts by focusing on effective communication in promoting services and products. It provides an overview of the importance of communication competence and marketing which include analyzing communication context in marketing opportunities, developing marketing strategies, making marketing decisions and examines effective use of advertising, public relations, direct marketing, sales promotion and the media. Marketing Communications practitioners work across these aspects to coordinate and bring effectiveness in managing marketing or communication programs.
Transferable Skills	Critical thinking, marketing skills, planning and entrepreneurship skills.
Teaching Methodologies	Lectures, Discussion, Presentation
CLO	CLO1 Explain the perspectives, theories, and concept related to various topics in marketing CLO2 Describe the theories, concepts and roles of communication in the marketing product and services CLO3 Demonstrate entrepreneurial mind related to marketing communication strategies to sell and promote products and services.
Pre-Requisite Courses	No course recommendations
Topics	
1. Marketing: Introduction 1.1) What is Marketing 1.2) Marketing Management 1.3) CRM-Customer Relationship Management 1.4) Marketing Challenges	
2. Marketing Communications: Past and Present 2.1) Marketing Communications History 2.2) Marketing Communications Education 2.3) Development in Marketing Communications 2.4) Marketing Communications Tools and Media	
3. Communication Theory 3.1) Communication Model 3.2) Two-step Communications Model 3.3) Hierarchy of Effects Models	
4. Buying Behavior 4.1) The Cognitive Paradigm 4.2) The Behavioural Paradigm 4.3) Alternative Models of Problem Solving 4.4) Factors Affecting Buying Behaviour	

<p>5. Image and Brand Management</p> <p>5.1) 1. Brand Characteristics and benefit of branding 5.2) 2. Brand Identity 5.3) 3. Brand trustworthiness 5.4) 4. Brand salience 5.5) 5. Determinant of successful brand 5.6) 6. Brand communication strategies 5.7) 7. Brand life cycle 5.8) 8. Brand Associations and brand positioning</p>
<p>6. Marketing Communication Planning</p> <p>6.1) Marketing Communications Plan 6.2) Situation (Situational Audit) 6.3) objectives 6.4) control and evaluation 6.5) strategies</p>
<p>7. Target Marketing</p> <p>7.1) Segmentation and Targeting 7.2) Loyalty 7.3) Positioning</p>
<p>8. Campaign Tactics and Management</p> <p>8.1) The Creative Brief 8.2) Media characteristics 8.3) Media Management</p>
<p>9. Advertising and Sales Promotion</p> <p>9.1) The Growth of Advertising & Sales Promotion 9.2) How Advertising Works 9.3) Strong & Weak Theory of Advertising 9.4) Measuring Advertising Effectiveness 9.5) Advertising Characteristics 9.6) The advertising industry 9.7) Sales Promotion Theory, Objectives, Tactics and Outcomes</p>
<p>10. Public Relations and Sponsorship & Product Placement</p> <p>10.1) Public relations definitions, publicity & media management 10.2) Corporate Image & Identity 10.3) Lobbying 10.4) Crisis Management 10.5) Community Relations 10.6) Sponsorship type 10.7) Sponsorship objectives & evaluation</p>
<p>11. Direct Marketing and E-Commerce</p> <p>11.1) Direct Marketing Development 11.2) Database Marketing 11.3) Direct Marketing Operations 11.4) Identify prospects & target media 11.5) The offering 11.6) customer retention</p>
<p>12. Personal Selling, Point-of-Sales & Supportive Communications</p> <p>12.1) Introduction on personal selling 12.2) In-Store Sales 12.3) The Future of Personal Selling 12.4) Point-of-Sale</p>
<p>13. Integrated Marketing Communications</p> <p>13.1) Defining Integrated Marketing communications 13.2) Drivers and Implementing Integrated Marketing Communications 13.3) Advantages and Disadvantages of Integrated Marketing Communications</p>
<p>14. Ethical Marketing and Regulatory Environment</p> <p>14.1) Ethical Marketing Communications 14.2) Self-Regulation and Legislation 14.3) Advertising standards</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Individual Assignment	25%	CLO2
	Final Test	Final test	20%	CLO1
	Group Project	Group Project	45%	CLO3
	Quiz	Quiz based on certain topics	10%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> Egan, John. 2007, <i>Marketing communications</i>, United Kingdom: Thomson Learning.
	Reference Book Resources	<ul style="list-style-type: none"> Blythe, Jim. 2003, <i>Essentials of marketing communication.</i>, 2 Ed., , Prentice Hall. [ISBN:] Burnett, John and Moriarty, Sandra, <i>Introduction to marketing communications</i>, Ed., , New Jersey: Prentice Hall [ISBN:] Chris, Fill. 2006, <i>Simply marketing communications</i>, 1 Ed., , Prentice Hall. [ISBN:] Kotler, Philip and Armstrong, Gary. 2006, <i>Principles of marketing</i>, 11 Ed., , New Jersey: Prentice Hall. [ISBN:] Rickton, David and Broderick, Amanda. 2004, <i>Integrated marketing communication</i>, 2 Ed., , Prentice Hall.

Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources