

## LEARNING OUTCOMES:

Upon completing requirements for this course, the student will be able to:

1. Explain use of advertising and sales promotion as a marketing tool.
2. Describe advertising and sales promotional appeals.
3. Explain appropriate selection of media.
4. Discuss means of testing effectiveness of advertising and sales promotion.

## OUTLINE OF INSTRUCTION:

- I. An Introduction to Integrated Marketing Communications
  - A. The history & growth of integrated marketing communications
  - B. Elements & explanation of the promotional mix for integrated marketing communications
  - C. The integrated marketing communication planning process
  
- II. Integrated Marketing Communication in the Marketing Process
  - A. Marketing strategy & analysis
  - B. The target marketing process & positioning
  - C. Developing the marketing planning program & advertising & promotion
  - D. Establishing objectives and budgeting for the promotional program
  
- III. Understanding Consumer Behavior
  - A. Consumer behavior defined
  - B. The consumer decision-making process & factors that affect the process
  
- IV. The Communication Process
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