

COURSE FILE SUMMARY (NEW)

COURSE INFORMATION

<u>College/ Institute / Center</u>	Management & Technology	<u>Department</u>	Marketing & International Business
<u>Programme Title</u>	Bachelor of Business Administration	<u>Programme Code</u>	
	Integrated Marketing Communications	<u>Course Code</u>	EA 327
# Hours	-----2----- Lecture	-----2----- Lab / <u>Tutorial</u>	-----3----- Credit
Pre Requisites : Consumer Behavior (EA 315) Marketing Management (EA316)			

COURSE DESCRIPTION

This course was given to practice the integration between advertising and marketing communications and to allow the students to apply concepts as often as possible

COURSE OBJECTIVES

To be able to learn the following:

1. IMC and communications
2. Corporate image and name
3. consumer purchasing process
4. E-marketing
5. advertising and promotions
6. personal selling and Public Relations

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
<u>Lectures</u>	PH. D In Marketing	Interpersonal Computer	1
<u>Tutorials</u>	-Bachelor of BA Major Marketing	Interpersonal Computer	1/2
<u>Laboratories / Workshops</u>			

LECTURE SCHEDULE

Lecture			Description
#	Week	Hrs	
1	1 st .	3	Chapter 1: integrated marketing communications
2	2 nd .	3	Chapter 2: Corporate image and brand management
3	3 rd .	3	Chapter 4: promotions opportunity analysis
4	4 th .	3	Chapter 5: Advertising management
5	5 th .	3	Chapter 6: Advertising design
6	6 th .	3	Chapter 6: advertising design (cont.)
7	7 th .	3	7 th week exam
8	8 th .	3	Chapter 6: Advertising design (cont.)
9	9 th .	3	Chapter 8: advertising media selection.
10	10 th .	3	Chapter 10: consumer promotions
11	11 th .	3	Chapter 11: personal selling
12	12 th .	3	12 th week exam
13	13 th .	3	Chapter 12: public relations
14	14 th .	3	Chapter 13: internet marketing.
15	15 th .	3	Chapter 14: IMC for small businesses
16	16 th .	3	Final Project

TEXT BOOKS

Code*	Description
RB	Integrated advertising, promotion and marketing communications, arson, Prentice Hall

TUTORIAL SCHEDULE

Tutorial			Topic
#	Week	Hrs	
1	2	2	Application on integrated marketing communications
2	3	2	Application on Corporate image and brand management
3	4	2	Application on promotions opportunity analysis
4	5	2	Application on Advertising management
5	6	2	Application on Advertising design
6	7	2	Revision
7	8	2	Application on Advertising design (cont.)
8	9	2	Application on Advertising media selection.
9	10	2	Application on consumer promotions
10	11	2	Application on personal selling
11	12	2	Revision
12	13	2	Application on public relations
13	14	2	Application on internet marketing
14	15	2	Application on IMC for small businesses

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LABORATORY WORKSHOP SCHEDULE

Laboratory				Description
#	We ek	Hrs.	Code	
				NA

COMPUTER USAGE

- Power point presentations
 - mis1.aast.edu/moodle
-
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GRADING AND ASSESSMENT METHOD

Week #	Points	Written	Oral	Term Paper	Continuous	Thesis	Attendance			
7	30	30								
12	20	20								
1-15	10						10			
16	40	20		20						

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

