



SESSION PLAN

Lecture

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: EA 327	Title: Integrated Marketing Communications (IMC)

SESSION PARTICULARS		
#: 1	Title: integrated marketing communications	Hrs: 2

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Communication and IMC programs
2.	Integrated marketing communications
3.	An IMC plan
4.	IMC components
5.	The value of IMC plans
6.	Globally integrated marketing Communications
.....
.....
.....
.....
.....

Prepared by:
 Designation
 Name: Mrs. Shaimaa Farid
 Sign
 Date

Approved by:
 Designation
 Name: Dr. Khaled Hanafy
 Sign
 Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications, Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 2	Title: Corporate image and brand management	Hrs: 2
-------------	--	---------------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Corporate image
2.	Promoting the desired image
3.	Corporate name and logos
4.	Branding
5.	Brand equity
6.	Positioning
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications, Pearson Prentice hall.

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 3	Title: Promotions opportunity analysis	Hrs: 2
------	--	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Promotions opportunity analysis
2.	Communication market analysis
3.	Establishing communications objectives and budget
4.	Types of budgets
5.	Preparing promotional strategies
6.	Market segmentation
.....
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Text Book : Integrated advertising, promotion and marketing communications, Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 4	Title: Advertising management	Hrs: 2
------	-------------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Overview of advertising management
2.	Advertising and the IMC process
3.	Choosing an advertising agency
4.	Advertising planning and research
5.	The advertising budget
6.	The creative brief
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 5	Title: Advertising design: theoretical frameworks	Hrs: 2
------	---	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	The creative brief
2.	Advertising theory
3.	Types of advertising appeals
4.	The structure of an advertisement
.....
.....
.....
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 6	Title: advertising design: message strategies (Cont.)	Hrs: 2
------	---	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Message strategies
2.	Executorial frameworks
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 8	Title: advertising design: message strategies	Hrs: 2
------	---	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Sources and spokespersons
2.	Creating an advertisement
3.	Advertising effectiveness
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 9	Title: advertising media selection	Hrs: 2
------	------------------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Media strategy
2.	Media planning
3.	Advertising objectives and achieving them
4.	Media selection
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 10	Title: Consumer promotions	Hrs: 2
-------	----------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Coupons
2.	Premiums
3.	Contests and sweepstakes
4.	Refunds and rebates
5.	Sampling
6.	Bonus packs
7.	Price offs
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 11	Title: Personal selling	Hrs: 2
-------	-------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Personal selling
2.	Retail sales
3.	Business-to-business personal selling
4.	Personal selling in international markets
5.	Direct marketing
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 12	Title: Public relations	Hrs: 2
-------	-------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Public relations
2.	Identifying stakeholders
3.	Creating positive image building activities
4.	Preventing or reducing image damage
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 13	Title: Integrated marketing	Hrs: 2
-------	-----------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Who uses the internet
2.	E-commerce
3.	international E-commerce
4.	IMC and the internet
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa FARid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 14	Title: IMC for small businesses	Hrs: 2
-------	---------------------------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Types of ventures
2.	Major challenges
3.	Market analysis
4.	Finding customers
.....
.....
.....
.....
.....

Prepared by:

Designation

Name: Mrs. Shaimaa Farid

Sign

Date

Approved by:

Designation

Name: Dr. Khaled Hanafy

Sign

Date

Lecture

Source Material

Integrated advertising, promotion and marketing communications,
Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

Tutorial / laboratory / Workshop (Delete as required)

SESSION PARTICULARS

#: 15	Title: Revision	Hrs: 2
-------	-----------------	--------

LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Reviewing for final exam
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....

Prepared by :
 Designation
 Name
 Sign
 Date

Approved by :
 Designation
 Name
 Sign
 Date

Lecture

Source Material

Text Book → Integrated advertising, promotion and marketing communications, Pearson, Prentice Hall

Supplementary Material

Educational Resources

White Board/data show

--

Tutorial / laboratory / Workshop (Delete as required)