

# Course Description – Curriculum 2013

**Subject:** MK319 Integrated Marketing Communications

**Credits:** 3

**Prerequisite:** MK311

**Description:** A study of the integrated approach in marketing communications. This course is designed to develop concepts, principles, and methods of marketing promotion and communication. Focus is on developing an integrated marketing communications plan in terms of message and contact point management in order to answer the market challenge, based on consumer understanding (outside-in approach) and the understanding of brand, especially brand positioning. Topics discussed cover planning, media strategy, factors influencing media selection, media mix strategy, media testing and evaluation, and communication strategies that are consistent with other marketing strategies.