**Syllabus MKT 420**

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| **MKT 420 INTEGRATED MARKETING COMMUNICATION**  **ASSOCIATED PROFESSOR ELENICA PJERO** |
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**MKT 420 Integrated marketing communication**

*Credits 6*

*Structure 3 /1*

*Academic year 2020 -2021*

**Course description**

One of the most difficult problems faced by firms today has to do with their efforts to be heard in an indiscriminate market. The secret to an effective program of advertising, promotion and integrated marketing communications relates to the development of a clear voice that will be heard above the noise of so many advertising and marketing tactics. Meeting this challenge involves doing together on every aspect of the firm's marketing effort. This module aims to present the importance of today recognition and effective use of a program of Integrated Marketing Communication by providers.

**Course description:**

CHAPTER I : Integrated Marketing Communications

CHAPTER II : Brand Management

CHAPTER III : Buyer Behaviors

CHAPTER IV : The IMC Planning Process

CHAPTER V :  Advertising Campaign Management

CHAPTER VI : Advertising Design

CHAPTER VII : Traditional media Channels

CHAPTER VIII : Digital Marketing

CHAPTER IX : Social Media

CHAPTER X : Alternative Marketing

CHAPTER XI :   Database and Direct Responsible Marketing and Personal Selling

CHAPTER XII : Sales Promotion

CHAPTER XIII : Public Relations and Sponsorship Program

CHAPTER XIV : Regulations and Ethical Concerns

CHAPTER XV : Evaluating an Integrated Marketing Program

**Literature:**

* Integrated Advertising, Promotion, and Marketing Communications’, Kenneth E. Clow, Donald Baack, Publisher: Pearson; 8th Edition, (2018).
* Advertising Promotion and Other Aspects of Integrated Marketing Communications, [Terence A. Shimp](https://www.amazon.com/s/ref=dp_byline_sr_book_1?ie=UTF8&text=Terence+A.+Shimp&search-alias=books&field-author=Terence+A.+Shimp&sort=relevancerank), [J. Craig Andrews](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&text=J.+Craig+Andrews&search-alias=books&field-author=J.+Craig+Andrews&sort=relevancerank), 9th Edition (January 16, 2013).

*Support Literature:*

* Promocion, Botim i parë, Europrint, Elenica Pjero (2009)
* Promocion – Situata & Ushtrime, Botim i parë, Europrint, Elenica Pjero, (2009).

Meanwhile, all the students must work with case studies, articles, or different papers which will be delivered at class during the semester.

**Course format:**

The course will be assessed on the basis of two partial exams, assignments and a final exam. Points received will be cumulative. **There will not be a replicatment of exams , for any reason**. If you will miss an exam without a major reason,then you will lose the points of that exam. You will be notified for each exam by the instuctor before it takes place.

**Participation** **Policy:**

Participation in class is mandatory. Attendance is required; your help in acquiring the course materials. Participation also helps you in the exam, as most of the material discussed in class will be included in the exam .

**Lectures:**

Course lectures are based on chapters explained below. I will follow the chapters of the book required for this course as much as possible, but in some cases, in class ,there will be included theories of problems that do not part of the book used. You are responsible for the material discussed in class. Exams will be based on these materials. Thus , it is in your interest not to miss school hours .

**Communication :**

If you have any problems or questions, please send email with the subject **"MKT 420**".Calls to my personal number or landline phones are not appropriate: please do not use them. Enter the subject “**MKT 420**" Urgent " if your problem is urgent and cannot wait. Do not send emails relating to the course without the subject: **MKT 420**. Before you ask a question, make sure that the information you need is not in the official website of UV. Please do not direct questions about the course content; such questions I prefer to answer in the auditorium in the presence of the class.

**Email**: Each student is required to regularly check e-mail. Many tasks and notifications will be made only through email.

**Code honesty:**

You are not permitted to work in groups for your homework, as they are individual. Furthermore, cheating in exams is prohibited and will be punished.

In the final exam, will attend all those students who do not have obilgations at the seminars. Mobile phones must be switched off in class.

**Assessment :**

Participation, different projects, 15 %

groups assignments, ect

Final Exam 85 %

**S = Total 100%**

**Grades will be calculated as follows :**

S ≥ 90% =10

80 ≤ S < 89% = 9

70 ≤ S <79% = 8

60 ≤ S < 69% = 7

50 ≤ S < 59% = 6

40 ≤ S < 49% = 5

S < 40% = 4