

Integrated Marketing Communications (2019) – Syllabus

Introduction and course practicalities:

- **Course introduction, course related practicalities, group work, group case assignment and other nitty-gritty course details**
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Reading material:

1.
Tuesday
(6.8.2019)

Room
U405a

- *Cornelissen, J. P., Christensen, L. T., & Vijn, P. (2006). Understanding the Development and Diffusion of Integrated Marketing Communications (No. 06-02, pp. 06-02). NRG Working Paper Series.
- *Cornelissen, J. P., & Lock, A. R. (2000). Theoretical concept or management fashion? Examining the significance of IMC. *Journal of Advertising Research*, 40(5), 7-7.
- *Batra, R., and Keller, K. L. (2016). Integrating Marketing Communications: New findings, new lessons, and new ideas, *Journal of marketing*.
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* compulsory reading material. A number of exam questions are based on compulsory reading articles

2.
Thursday
(8.1.2019)
Room LO1

Part 1

- **IMC history, perspectives and the strategic nature of IMC**
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Reading material:

- *Kliatchko, J. (2008). Revisiting the IMC construct: A revised definition and four pillars. *International Journal of Advertising*, 27(1), 133-160.

Suggested reading material:

- Kliatchko, J. (2005). Towards a new definition of integrated marketing communications (IMC). *International Journal of Advertising*, 24(1), 7-34.

*** compulsory reading material.**

Part 2

- **Different theoretical perspectives on marketing communication**
 - **Advertising and Semiotics**
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Reading material:

- *Kozinets, R. V., De Valck, K., Wojnicki, A. C., & Wilner, S. J. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of marketing*, 74(2), 71-89.

	<ul style="list-style-type: none"> • *Duncan, T., & Moriarty, S. E. (1998). A communication-based marketing model for managing relationships. <i>The Journal of marketing</i>, 1-13. <p>Additional reading:</p> <p>Articles:</p> <ul style="list-style-type: none"> • McQuarrie, E. F., Miller, J., & Phillips, B. J. (2012). The megaphone effect: Taste and audience in fashion blogging. <i>Journal of Consumer Research</i>, 40(1), 136-158. <p>Books on visual research. Covers advertising and semiotics:</p> <ul style="list-style-type: none"> • Rose, G. (2016). <i>Visual methodologies: An introduction to researching with visual materials</i>. Sage. (Book) • Schroeder, J. E. (2005). <i>Visual consumption</i>. Psychology Press. (Book) <p>* compulsory reading material. A number of the exam questions are based on compulsory reading article</p>
<p>3. Tuesday (13.8.2019) Room U405a</p>	<p>Lecture:</p> <ul style="list-style-type: none"> • Branding perspectives and IMC <hr/> <p><u>Reading material:</u></p> <ul style="list-style-type: none"> • Aaker, D. A., & Joachimsthaler, E. (2012). <i>Brand leadership</i>. (Book) • Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional branding and the strategic value of the doppelgänger brand image. <i>Journal of marketing</i>, 70(1), 50-64. • Holt, D. B. (2004). <i>How brands become icons: The principles of cultural branding</i>. (Book)

4.
Thursday
(15.8.2019)
Room
U405a

Student group mini-lectures on a communication mix tool:

On top of your final group assignment, your group will be giving a lecture on a designated marketing communication promotional mix tool. For this assignment, you are required give a PowerPoint presentation lecture by drawing on the designated chapter by Fill, Chris. (2009), or on a newer version of the book by Fill, Chris.

Extra reading material will be provided.

In depth details pertaining to this task will be explicated during the first class.

G1: Public Relations (PPT presentation)

G2: Sponsorship (PPT presentation)

G3: Sales promotion (PPT presentation)

G4: Personal selling (PPT presentation)

G5: Interactive /social media/Digital (PPT presentation) / G6: Direct/data base marketing (PPT presentation)

Reading Material: Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. See the additional material part below.

<p>5. Tuesday (20.8.2019) Room U405a</p>	<p>Workshop → in class group case assignment workshop</p>
<p>6. Thursday (22.8.2019) Room U405a</p>	<p>Guest lecturer (TBA)</p>

<p>7. Tuesday (27.8.2019) Room U405a</p>	<p>Lecture:</p> <ul style="list-style-type: none"> • Creative agencies and client-brand relationships. • Budgets and valuations • Ethics <p>Reading material:</p> <p>Fill, C. (2009). <i>Marketing Communications: interactivity, communities and content</i>. Pearson Education.</p> <ul style="list-style-type: none"> • <p>Reading material:</p> <ul style="list-style-type: none"> • Cronin, A. M. (2004). Regimes of mediation: advertising practitioners as cultural intermediaries?. <i>Consumption Markets & Culture</i>, 7(4), 349-369. • Cayla, J., & Eckhardt, G. M. (2008). Asian brands and the shaping of a transnational imagined community. <i>Journal of Consumer Research</i>, 35(2), 216-230.
<p>8. Thursday (29.8.2019) Room U405a</p>	<p>Student group case assignment presentations 10-15 min per PPT</p>

Additional reading material related to the final group assignment:

- Parmentier, M. A., & Fischer, E. (2014). Things fall apart: The dynamics of brand audience dissipation. *Journal of Consumer Research*, 41(5), 1228-1251.
- Scaraboto, D., & Fischer, E. (2012). Frustrated fashionistas: An institutional theory perspective on consumer quests for greater choice in mainstream markets. *Journal of Consumer Research*, 39(6), 1234-1257.
- McCracken, G. (1989). Who is the celebrity endorser? Cultural foundations of the endorsement process. *Journal of consumer research*, 16(3), 310-321.

→ the nature and the usefulness of the additional reading material will be discussed throughout the course.

Reading material for both, the final group assignment, as well as for your group lectures:

(Further details to be explicated during the first class)

Sales promotions:

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 18)

Brito, P. Q., & Hammond, K. (2007). Strategic versus tactical nature of sales promotions. *Journal of Marketing Communications*, 13(2), 131-148.

+ other material of your choice.

Public relations (PR)

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 19)

Grunig, J. E., & Hunt, T. T. (1984). *Managing public relations*. Holt, Rinehart and Winston.

+ other material of your choice.

Personal selling

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 22)

Weitz, B. A., & Bradford, K. D. (1999). Personal selling and sales management: A relationship marketing perspective. *Journal of the academy of marketing science*, 27(2), 241-254.

+ other material of your choice.

Sponsorship

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 20)

Aaker, D. A., & Joachimsthaler, E. (2012). *Brand leadership*. Simon and Schuster. (Chapter 7)

Meenaghan, T. (2001). Understanding sponsorship effects. *Psychology and Marketing*, 18(2), 95-122.

Meenaghan, T., & Shipley, D. (1999). Media effect in commercial sponsorship. *European journal of marketing*, 33(3/4), 328-348.

+ other material of your choice.

Direct Marketing

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 21)

+ other material of your choice.

Social Media/Interactive

Fill, C. (2009). *Marketing Communications: interactivity, communities and content*. Pearson Education. (Chapter 25/26)

+ other material of your choice.