

L01: 10.1. Course practicalities and introduction to IMC

Rust, R. T., Moorman, C., & Bhalla, G. (2010). Rethinking marketing. *Harvard business review*, 88(1/2), 94-101.

Book Chapter 1: The section "Integrated Marketing Communications" pages 15-16

L02: 12.1. History, concepts, and theory of IMC

Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122-145

Gould, S. J. (2004). IMC as theory and as a poststructural set of practices and discourses: a continuously evolving paradigm shift. *Journal of Advertising Research*, 44(1), 66-70.

L03: 17.1. IMC and branding

Keller, K. L. (2009). Building strong brands in a modern marketing communications environment. *Journal of marketing communications*, 15(2-3), 139-155.

Book Chapter 3, pages 59-63

L04: 19.1. IMC planning process

Book Chapter 4

L05: 24.1. Advertising theory and semiotics

Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122-145, pages 124-125 about "Consumer Decision Journey or Path to Purchase"

Book Chapter 2: pages 25-36

Additional readings:

Vakratsas, D., & Ambler, T. (1999). How advertising works: what do we really know?. *Journal of marketing*, 63(1), 26-43.

McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of consumer research*, 13(1), 71-84.

L06: 26.1. IMC promotional tools

Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), particularly pages 122-145, 126-128 (about Main Effects of Different Media)

Book Chapters 5 and 6

L07: 31.1. Budgeting, measuring & advertising ethics

Swain, W. N. (2004). Perceptions of IMC after a decade of development: Who's at the wheel, and how can we measure success?. *Journal of Advertising Research*, 44(1), 46-65.

Chapter 7

L08: 2.2. NO LECTURE – INDEPENDENT WORK TIME ON YOUR ASSIGNMENTS!

L08: 7.2. Guest lecture: Lauri Toivonen (Marketing director, S-group)

L09: 9.2. Guest lecture: Juha Halmesvaara (Strategy director, Dentsu)

L11: 14.2. Final presentations

L12: 16.2. Final presentations

FINAL EXAM: 20.2.