

INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY
MBA PROGRAM

COURSE SYLLABUS

I. GENERAL INFORMATION

COURSE TITLE	:	Marketing Communication
CODE AND NUMBER	:	BADM-6360
CREDITS	:	Three (3)
ACADEMIC TERM	:	
PROFESSOR	:	Dr. Annette M. Rodríguez
OFFICE HOURS	:	
OFFICE TELEPHONE	:	
ELECTRONIC MAIL	:	

II. DESCRIPTION

Application of principles and concepts of communication in the managerial process.
Analysis and solution of promotional problems arising in any organization.
Emphasizing on the five variables of the promotional program, their application, and the implementation of marketing strategies.
Prerequisite: BADM 5090

III. OBJECTIVES

1. Understand the application of the communication principles and concept in alignment with marketing objectives
2. Develop the discernment necessary to handle promotional problems that may arise
3. Learn and apply the principles of communications and promotions evaluation
4. Apply the principles of objective development congruent with communications tactics
5. Alignment of strategies and tactics according to objectives and target market(s)

IV. COURSE CONTENT

1. A review of the communications issues organizations may encounter due to a variety factors
2. A review of the process in developing measurable objectives

3. A review of successful integrated marketing communication campaigns using current and past examples
4. A review of regulations pertaining to advertising and promotion
5. A review of the creative strategy, its implementation, and evaluation
6. A review of the evolution of media and how it can impact a business
7. A review of the importance and details involved in proper target consumer analysis

V. ACTIVITIES

- A. Lectures
- B. Supplementary readings
- C. Midterm
- D. Final Presentation
- E. Class Participation

VI. EVALUATION

1. Students are required to investigate a business issue and analyze its angles as to how integrated marketing can contribute to solving the issue
2. Students are required to perform a thorough analysis of their target consumer using the tools, techniques and theories learned
3. Students are required to develop an integrated marketing communications program from strategy to tactics to handle a specific situation.
4. Students are required to present their plan to their peers and handle peer evaluations on all aspects of their final project.
5. All work is to be presented using the American Psychology Association (APA) Style.

VII. SPECIAL NOTES

A. Special Accommodations

Students who require special accommodations must request these services at the beginning of the course as soon as they notice that they need help. Students can access this service with Professor Jose Rodriguez, Coordinator of Students with

Special Needs at the Guidance and Counseling Office on the first floor at Metro's Student Center.

B. Plagiarism

Plagiarism, dishonesty, fraud and any other type of manipulation or inappropriate behavior related with academic performance are unacceptable in our institution. Disciplinary actions will be taken on students found guilty of such practice as established in Chapter V, Article 1, Section B.2 of the Student's Rules and Regulations handbook.

INTER AMERICAN UNIVERSITY HAS VERY STRICT REGULATIONS REGARDING PLAGIARISM (USING THE IDEAS OR WORDS OF OTHERS WITHOUT GIVING PROPER CREDIT), SO IT IS IMPORTANT THAT YOU SPECIFICALLY READ CHAPTER 5, ARTICLE 1, SECTION B.2C OF THE STUDENT' RULES AND REGULATIONS HANDBOOK. THIS SECTION CLEARLY EXPLAINS WHAT PLAGIARISM IS. IN ADDITION, IT EXPLAINS THE TYPES OF SANCTIONS STUDENTS ARE EXPOSED TO WHEN THEY COMMIT IT.

C. USE OF ELECTRONIC DEVICES

CELLULAR (MOBILE) TELEPHONES AND ANY OTHER ELECTRONIC DEVICE THAT COULD INTERRUPT THE TEACHING-LEARNING PROCESS OR DISRUPT A MILIEU FAVORABLE FOR ACADEMIC EXCELLENCE WILL BE DEACTIVATED. CRITICAL SITUATIONS WILL BE DEALT WITH IN AN APPROPRIATE MANNER. THE USE OF ELECTRONIC DEVICES THAT PERMIT THE ACCESSING, STORING OR SENDING OF DATA DURING TESTS OR EXAMINATIONS IS PROHIBITED.

VIII. RESOURCES

a) Required Textbook

Belch, G. & Belch, M. (2004). *Advertising and Promotions: An Integrated Marketing Communications Perspective*, McGraw Hill.

b) Audiovisual and Information Technology

Campus On-line Services at - <http://cai.inter.edu/>

- **ProQuest**
- **Infotrac (Database)**

IX. BIBLIOGRAPHY

Clow, K. & Baack, D. (2009). *Integrated Advertising, Promotions, Marketing Communications*, New York: Prentice Hall.

Smith, P. & Taylor, J. (2004). *Marketing Communications: An Integrated Approach*, Virginia: Kogan Page.

Percy, L. (2008). *Strategic Integrated Marketing Communications*, Boston: Elsevier.

Rev. 6/2010