

COURSE DESCRIPTIONS

Faculty	Business school				
Department	Marketing			NQF level	7
Course Title	Marketing communications	Code	305405	Prerequisite	Marketing principles
Credit Hours		Theory	Theory	Practical	
Course Leader	Dr: Bilal Eneizan	email	Bilal.e@jadara.edu.jo		
Lecturers	Dr: Bilal Eneizan	emails	Bilal.e@jadara.edu.jo		
Lecture time	1-2:30	Classroom	Business school – online		
Semester	2	Production		Updated	
Awards	Degree in marketing bachelor			Attendance	Online

Short Description

The course will cover the scope of marketing communications. More specifically, the course will introduce key terms, definitions, concepts, current theories and practices used in Integrated Marketing Communications. Communication process. In addition, to the use of main promotional tools of advertising, public relations, sales promotion, direct marketing, and personal selling.

Course Objectives

1. Understand the scope of marketing communications
2. Be familiar with the marketing communications mix
3. Acquire the skill to conduct presentation within a team

Learning Outcomes

A. Knowledge - Theoretical Understanding

A1. Identify and define the key concepts of marketing communications

B. Knowledge - Practical Application

A2. Describe how marketing communications can be used in different circumstances and objectives to influence consumers

C. Skills - Generic Problem Solving and Analytical Skills

B1. Illustrate the concept of integrated marketing communications strategy (IMC)

Describe the nature and characteristics of marketing communications tools (Advertising, PR, c1.Direct marketing, Personal selling, Sales promotion) and how to implement them
D. Skills - Communication, ICT, and Numeracy
B2.Using the technology along with marketing communications
E. Competence: Autonomy, Responsibility, and Context
C1.Appling the marketing communications on business environment
Teaching and Learning Methods
Assignment Presentation Practical working Groups working
Assessment Methods
Exams Assignment Quizzes

Course Contents					
Week	Hours	CLOs	Topics	Teaching & Learning Methods	Assessment Methods
1-2	3	A1-b1	introduction to marketing communication	Lectures - Videos- Assignments - Self-reading -	short Quizzes and homework
3-4	3	C1	Audience insight: information processing and behavior.	Lectures - Videos- Assignments - Self-reading -	short Quizzes and homework
5-7	3	A1 C1	Integrated marketing communication	Lectures - Videos- Assignments - Self-reading -	short Quizzes and homework
8-9	3	B2	Advertising: role, forms and strategy	Lectures - Videos- Assignments - Self-reading -	short Quizzes and homework
10-11	3	A1-a2	Public relations: principles and practice	Lectures - Videos-	short Quizzes and homework

				Assignments - Self-reading -	
12 - 13	3	C1 A2	Direct marketing and personal selling		short Quizzes and homework
14 - 16	3	A1 B2 C1	Sales promotion, field marketing and brand experience	Lectures - Videos- Assignments - Self-reading -	short Quizzes and homework

Infrastructure	
Textbook	Fill, C., & Turnbull, S. (2016). Marketing communications. Pearson Higher Ed.
References	Percy, L. (2018). Strategic integrated marketing communications. Routledge. Chitty, B., Chitty, W., Luck, E., Barker, N., Sassenberg, A. M., Shimp, T. A., & Andrews, J. C. (2017). <i>Integrated Marketing Communications with Online Study Tools 12 Months</i> . Cengage AU. Ang, L. (2021). <i>Principles of integrated marketing communications</i> . Cambridge University Press.
Required reading	Percy, L. (2018). Strategic integrated marketing communications. Routledge. Chitty, B., Chitty, W., Luck, E., Barker, N., Sassenberg, A. M., Shimp, T. A., & Andrews, J. C. (2017). <i>Integrated Marketing Communications with Online Study Tools 12 Months</i> . Cengage AU. Ang, L. (2021). <i>Principles of integrated marketing communications</i> . Cambridge University Press.
Electronic materials	Yes
Other	Internet

Course Assessment Plan						
Assessment Method		Grade	CLOs			
			A1	B1	C1	
First (Midterm)		30				
Second (if applicable)						
Final Exam		50				
Coursework		20				
Coursework assessment method	Assignments					
	Case study					
	Discussion and interaction					
	Group work activities					
	Lab tests and assignments					

	Presentations					
	Quizzes			10		
	Total	100	25	60	25	

Plagiarism

Plagiarism is claiming that someone else's work is your own. The department has a strict policy regarding plagiarism and, if plagiarism is indeed discovered, this policy will be applied. Note that punishments apply also to anyone assisting another to commit plagiarism (for example by knowingly allowing someone to copy your code).

Plagiarism is different from group work in which a number of individuals share ideas on how to carry out the coursework. You are strongly encouraged to work in small groups, and you will certainly not be penalized for doing so. This means that you may work together on the program. What is important is that you have a full understanding of all aspects of the completed program. In order to allow proper assessment that this is indeed the case, you must adhere strictly to the course work requirements as outlined above and detailed in the coursework problem description. These requirements are in place to encourage individual understanding, facilitate individual assessment, and deter plagiarism.