

Brief Course Outline

Course Title: Integrated Marketing Communications

Course Number and Section

MOS

3322F 550

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL Brightspace is the official and authoritative source of information for the course.

Course Description:

This course focuses on the theories, concepts, and applications of integrated marketing communications, covering the elements of advertising, sales promotion, public relations, publicity, personal selling, direct marketing and interactive marketing. The goal is to understand how marketing communications reaches and serves customers, and how it helps to shape consumer behavior.

Learning Outcomes: one outcome per entry

- Identify and evaluate the core marketing communication channels concepts as well as the principles and theories applicable to each.
- Apply concepts, principles, and theories to solve realistic marketing communications problems and to make sound integrated marketing communications decisions
- Explain the marketing communication process and apply this to a specific business case through teamwork
- Analyze an industry along with a company in it, drawing out the key success factors related to a marketing plan and apply these to the creation of a fully integrated marketing communications strategy and execution.

Textbooks and Course Materials:

Guolla, Michael A., Belch, George E., & Belch, Michael A. (2020). Advertising & Promotion: An Integrated Marketing Communications Perspective (7th Canadian Edition). McGraw-Hill.

Methods of Evaluation: one assignment per entry

Assignment	Due Date mm/dd/yy	Weight - %
Quizzes	Two Dates	35%
Elevator Pitch	10/9/2026	10%
IMC Presentation	11/20/2026	15%
IMC Plan	12/4/2026	25%

Assignment	Due Date mm/dd/yy	Weight - %
Participation	NIL	15%

Thursday, August 6, 2026

Huron Brief Course Outline 2026/27

For Textbooks and Course Materials (below), you are required to include the cost of each textbook or other learning material.

Note whether there are any restrictions that would prevent a student from using a second-hand copy. Here is some suggested text:

- Required textbook: [author, title, edition, publisher, date]. Cost: [insert amount].
 - Or include the weblink of the textbook’s publisher site that includes the cost information.
- Students need to purchase this edition. Second-hand or older editions will not be sufficient.
- OR Students are welcome to purchase second-hand or earlier editions of this textbook.
- This course has an optional field trip that costs [insert amount].
- This course has a required field component that costs [insert amount].

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.