

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 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:

- 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:

Assignment	Due Date mm/dd/yy	Weight - %
Quizzes (4 Total)		35
Elevator Pitch	10/17/2025	10
IMC Plan	12/5/2025	25
IMC Presentation	11/21/2025	15

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

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

Tuesday, August 12, 2025