

MKT 312 – Marketing Communication

Course Description

This course explores the essential elements of marketing communication. Topics covered include media and messages, word-of-mouth, internet marketing and the ever-changing communication market. Selecting appropriate communication channels to highlight products, brands, and services to sustain a competitive advantage will be highlighted.

Instructional Materials

Clow, K. E., & Baack, D. (2010). *Integrated advertising, promotion, and marketing communications* (4th ed.). Upper Saddle River, NJ: Prentice Hall Pearson.

Course Learning Outcomes

1. Explain the role communication plays in marketing programs.
2. Explain the role of corporate image and product branding in marketing programs.
3. Explain common buyer behaviors and how they influence marketing programs.
4. Explain how promotion opportunities are analyzed.
5. Analyze the advertising tools available to determine which ones to use for a specific situation.
6. Analyze media tools that can be used to enhance the marketing communication.
7. Describe the promotional tools available for use in marketing.
8. Describe the ethics and regulations that influence marketing communications.
9. Analyze the evaluation of an integrated marketing program.
10. Use technology and information resources to research issues in marketing communication.