AGU Graduate School
Business Administration Master Program

COURSE RECORD

Code	**BA 477**
Name	**Integrated Marketing Communications**
Hour per week	3 (3 + 0)
Credit	3
ECTS	5
Level/Year	Undergraduate
Type	Elective
Prerequisites	BA 203 or BA 471
Description	This course introduces the principles and practices of Integrated Marketing Communications (IMC). It examines how firms coordinate various communication tools to deliver consistent brand messages and build customer relationships. Students explore advertising, digital media, public relations, and sales promotion strategies, as well as the IMC planning process. The course emphasizes both theoretical foundations and practical applications, enabling students to evaluate and design effective communication campaigns in contemporary business environments.
Objectives	• Explaining the fundamental concepts and processes of integrated marketing communications • Analyzing the role of IMC in building brand-consumer relationships • Applying IMC planning frameworks to real-world marketing problems • Evaluating communication tools and strategies in diverse market contexts
Learning Outcomes	*By the end of the course, the student will be able to* LO1. Explain key concepts, models, and processes of integrated marketing communications LO2. Analyze consumer behavior and brand communication strategies within IMC contexts LO3. Design integrated marketing communication plans using appropriate tools and media channels LO4. Evaluate the effectiveness of IMC campaigns using relevant metrics and frameworks LO5. Develop strategic solutions to communication problems in business settings

CONTRIBUTION TO PROGRAMME OUTCOMES*

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
LO1	3	3	2	0	2	0	0	0	0	2
LO2	4	4	3	0	2	0	0	0	0	3
LO3	4	4	4	3	2	3	0	5	0	4
LO4	3	4	4	0	2	0	0	3	0	3
LO5	5	5	5	3	3	3	2	4	3	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

CONTRIBUTION TO INSTITUTIONAL LEARNING OUTCOMES*

	ILO1	ILO2	ILO3	ILO4	ILO5	ILO6	ILO7
LO1	3	3	2	0	2	0	0
LO2	4	4	2	0	2	0	0
LO3	4	5	3	3	3	4	2
LO4	4	4	2	0	2	0	3
LO5	5	5	3	3	3	4	4

* Contribution Level: 0: None, 1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High

COURSE CONTENT DETAILS

Topics	Outcomes
Fundamental concepts and communication process	LO1
Brand management and consumer behavior	LO1, LO2
IMC planning process, Evaluation of IMC effectiveness	LO2, LO3, LO5
Traditional and digital media channels	LO3
Social media and alternative marketing	LO3

DERS BİLGİLERİ	
Kodu	**BA 477**
İsmi	**Bütünleşik Pazarlama İletişimi**
Haftalık Saati	3 (3 + 0)
Kredi	3
AKTS	5
Seviye/Yıl	Lisans
Dersin Dili	İngilizce
Tip	Seçmeli
Ön Şart	BA 203 veya BA 471
İçerik	Bu ders, bütünleşik pazarlama iletişimi (IMC) kavramlarını ve uygulamalarını ele almaktadır. Ders kapsamında markaların tutarlı iletişim stratejileri geliştirmesi, tüketici davranışlarının analizi ve farklı iletişim araçlarının (reklam, dijital medya, halkla ilişkiler, satış promosyonları) entegrasyonu incelenir. Öğrenciler IMC planlama sürecini öğrenerek gerçek hayattaki pazarlama problemlerine yönelik stratejik çözümler geliştirme becerisi kazanırlar.