COURSE DESCRIPTION

This course addresses the key concepts, models and practices of the marketing communication process across a variety of sectors (private, public, non-profit and specialized). Rapidly expanding information and multimedia technologies combined with increasingly diverse consumers is transforming the marketing communication process. Use of new technologies and methods to both develop and implement marketing communication strategy and related tactics, is a key competency for managers and professional service providers. Students will learn the key components of the marketing communication process and develop a marketing communication plan.

COURSE LEARNING OBJECTIVES

By the end of the course, students will be able to:

1. Describe the key concepts, models and practices related to the marketing communication process across a variety of sectors (private, public, non-profit, specialized).
2. Explain the historical evolution, contemporary state and importance of the marketing communication process
3. Identify the key general steps, practices and tools within the professional marketing communication process
4. Conduct a marketing assessment and develop a marketing communication plan

COURSE EVALUATION

- Quizzes
- Discussion Boards
- Individual Project - Briefing Paper and Presentation
- Application Project – Analyze a comprehensive case

TOPICS

- Marketing principles and contemporary society
• Understanding consumer behavior
• Market research and customer insight
• Marketing environment and strategy
• Market segmentation and positioning
• Proposition and branding decisions
• Pricing and value creation
• Managing marketing communications
• Managing channels and distribution
• Digital and social media marketing
• Services marketing and customer experience management
• Public Sector Marketing
• Marketing Non-Profit organizations
• Ethics of the marketing process