

INTEGRATED MARKETING COMMUNICATIONS

Course code	<i>GRAV033</i>
Course title	<i>Integrated Marketing Communications</i>
Type of course	<i>Compulsory</i>
Level of course	<i>Graduate</i>
Department in charge	<i>Graduate school</i>
Year of study	<i>1st</i>
Semester	<i>1st</i>
Number of credits	<i>6 ECTS; 36 hours of class work, 124 hours of self-study, 2 hours of consultations (distant or direct form)</i>
Lecturer	<i>Prof. Dr. Dominyka Venciūtė, Lect. Darius Bagdžiūnas</i>
Prerequisites	<i>none</i>
Email of the lecturer	
Date of the course	
Form of studies	<i>Consecutive (evening)</i>
Teaching language	<i>English</i>

Annotation

Marketing communications are undoubtedly a vital part of building and maintaining relationships with prospects, customers, and other stakeholders in marketplace transactions. They help move products, services, and ideas from manufacturers and service providers to end users. While the primary communication form necessary for transactions is price, it is often not enough to establish a dialogue with customers or to sustain and grow a business.

Over the last few decades, businesses have begun taking a broader perspective on marketing communications and have recognized the need for a more strategic integration of their promotional tools. This recognition has led to the emergence of integrated marketing communications (IMC), which involves coordinating various promotional techniques and other marketing activities so that they all work together as a unified force.

How does the IMC process work in the market? What are the challenges when planning IMC strategies and their implementation? What are the latest trends in today's digital and international communication environment? To address these questions, this course aims to provide an understanding of IMC through a combination of relevant theories and real-life applications.

Throughout the course, students will work in groups. The lectures will inspire group projects in the following ways:

- They will discuss key theories and their application in marketing communications planning and implementation.
- Guest speakers from the industry will share their insights into the daily challenges they encounter when planning and implementing IMC-related strategies.
- Students will be introduced to the key functions of a communication services agency and will learn how communication disciplines should be aligned according to the client's needs.

Course Aims and Objectives

This course aims to provide students with a systematic knowledge and understanding of the core concepts of integrated marketing communications.

Learning outcomes

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Understand how Integrated Marketing Communications fits into the overall marketing mix and marketing strategy.	Lectures, self-study, group work	In-class exercises and assignments, article analysis, case studies, final exam
CLO2. Understand how the communications process fits into and works with consumer behaviour with emphasis on the consumer decision making process.	Lectures, self-study, group work	In-class exercises and assignments, article analysis, case studies, final exam

CLO3. Develop an awareness of the connection between marketing communications tools, and how each can be used effectively- individually or in an integrated mix.	Lectures, self-study, group work	In-class exercises and assignments, article analysis, case studies, final exam
CLO4. Obtain a practical, real-world application of Integrated Marketing Communication theory.	Lectures, self-study, group work	In-class exercises and assignments, article analysis, case studies, final exam
CLO5. Gain a critical awareness of best practice in reputation management and sponsorship on corporate context.	Lectures, self-study, group work	In-class exercises and assignments, article analysis, case studies, final exam

Quality Assurance Measures

The lecturer will apply multiple teaching methods to keep the students engaged in the topic (e.g. case studies, videos illustrating service marketing experiences and other learning material). Continuous student feedback throughout the delivery of the course will be encouraged and accommodated to continuously improve class experience and student performance.

Cheating Prevention

Anti-plagiarism policy will be applied in compliance with the rules of the University.

Course Content

Dates	TOPIC	CONTACT HOURS	LECTURER	SUGGESTED READINGS
I 2025 09 15	Introduction to integrated marketing communications (IMC), the promotional mix and the role of IMC in the Marketing Process: - Overview of the course - The evolution and a contemporary perspective of IMC - The role of IMC in branding - The promotional mix and its key components - The role of IMC in marketing process - The foundation of IMC planning process	4	Dr. Dominyka Venciūtė	Kliatchko, J. (2008). Revisiting the IMC construct: A revised definition and four pillars. <i>International Journal of Advertising</i> , 27(1), 133-160.
II 2025 09 17	Product in IMC: framing product features around consumer pain points: - Product features and consumer benefits. Focus on tangible benefits - Evaluating product attributes through the lens of consumer value - Product features from the perspective of solving specific consumer problems. - Understanding the importance of positioning a product as a solution to unmet needs Practical application: - Double diamond method - Structure of persuasion path - Flow of strategic communication brief building from a manager's point of view (part 1): objectives, product features, product benefits - Techniques of turning features into relatable benefits	4	Lect. Darius Bagdžiūnas	Keller, K. L. (2016) Unlocking the Power of Integrated Marketing Communications How Integrated Is Your IMC Program?, <i>Journal of Advertising</i> , 45:3, 286-301.

	Segmentation of target audience			
III 2025 09 22 Fabula	Agency visit: - Overview of agency functions and roles - Managing processes at the agency: from client's problem to solution - The profile of a communications professional Understanding how Marketing Communication works: - Is there a unifying model of "how advertising works"? - Different perspectives on advertising creativity - Resisting persuasion: The persuasion knowledge model - Non-conscious processing and persuasion - Content marketing: how going viral works?	4	Dr. Dominyka Venciūtė	
IV 2025 09 24	Understanding consumer information processing in IMC: - The communication process - Traditional and alternative response hierarchies, AIDA - The cognitive response approach - The elaboration likelihood model - Psychological models of attention, perception, and memory - Factors that lead to gaining attention and being memorable - The social consumer decision journey Message strategies: - Cognitive, affective, conative - Executorial frameworks: Animation, authoritative, demonstration, dramatization, informative, fantasy, slice-of-life, testimonial - Advertising appeals: Rationality, empathy, fear, humor and other	4	Dr. Dominyka Venciūtė	Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. <i>Journal of Marketing</i>, 80(6), 122-145. Javornik, A. (2016) 'It's an illusion, but it looks real!' Consumer affective, cognitive and behavioural responses to augmented reality applications, <i>Journal of Marketing Management</i>, 32:9-10, 987-1011
V 2025 09 25	Managing marketing communications: - Media channels and planning - Establishing objectives for the IMC programme - Sales vs. communications objectives, DAGMAR model - Establishing budget and measuring impact Public relations, corporate reputation and sponsorship: - Public relations (PR) and its advantages and disadvantages - Sponsorship - Corporate reputation	4	Dr. Dominyka Venciūtė	Mulhern, F. (2009). Integrated marketing communications: From media channels to digital connectivity. <i>Journal of marketing communications</i>, 15(2-3), 85-101. Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on

				social media. <i>Journal of Interactive Advertising</i>, 19(1), 58-73. Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding Strategies for Viral Marketing: An Empirical Comparison. <i>Journal of Marketing</i>, 75, 55-71. Dobele, A., Toleman, D., & Beverland, M. (2005). Controlled infection! Spreading the brand message through viral marketing. <i>Business Horizons</i>, Ham, C. D., & Kim, J. (2019). The role of CSR in crises: Integration of situational crisis communication theory and the persuasion knowledge model. <i>Journal of Business Ethics</i>, 158(2), 353-372.
VI 2025 09 26	Competition and the Market in the context of IMC: • Overview of the market (size, monetization potential, maturity level) • Setting goals and defining units of measurement • Identifying competitors and their counterparts • Analyzing the strengths and weaknesses of competitors' products. • Creating a persuasive strategy that leverages our strengths, addresses consumer needs, and minimizes competitors' advantages. Strategic Opportunity/Insight in IMC: • Achieving the goals and allocating the budget Practical application: • Flow of strategic communication brief building from a manager's point of view (part 2): competitor analysis, finding an opportunity from competition point of view, budgeting, structure of strategic brief.	4	Lect. Darius Bagdžiūnas	Keller, K. L. (2016) Unlocking the Power of Integrated Marketing Communications How Integrated Is Your IMC Program?, <i>Journal of Advertising</i>, 45:3, 286-301.
VII 2025 10 02 Cyber City	Company visit IMC in practice: Company representatives will share the various approaches they use to implement	4	Dr. Dominyka Venciūtė	

	IMC in their activities.			
VIII 2025 10 03	Group presentations (based on lectures IV and VI) Group presentations and feedback (based on sessions II and VI)	4	Dr. Dominyka Venciūtė, Lec. Darius Bagdžiūnas	Venciūtė, D., Karalius, L., Reardon, J., & Auruškevičienė, V. (2023). The impact of employees' social media advocacy on attitudes toward the brand: the mediating role of parasocial relationships. <i>Journal of Product and Brand Management</i> , 1-14. Venciūtė, D., Yue, C. A., & Thelen, P. D. (2023). Leaders' personal branding and communication on professional social media platforms: Motivations, processes, and outcomes. <i>Journal of Brand Management</i> , 1-20.
IX 2025 10 06	Personal branding and employee advocacy as part of marketing communications: • The evolution of personal branding and employee advocacy and its role in IMC • Linking personal branding and organizational outcomes • Where to start building your own personal brand?	4	Dr. Dominyka Venciūtė	Venciūtė, D., Karalius, L., Reardon, J., & Auruškevičienė, V. (2023). The impact of employees' social media advocacy on attitudes toward the brand: the mediating role of parasocial relationships. <i>Journal of Product and Brand Management</i> , 1-14. Venciūtė, D., Yue, C. A., & Thelen, P. D. (2023). Leaders' personal branding and communication on professional social media platforms: Motivations, processes, and outcomes. <i>Journal of Brand Management</i> , 1-20.

Assessment methods:

Task type	% of final grade	Brief description
Group project	40%	Group work on the IMC-related project
Final (written) exam	60%	Individual written exam
	100%	

IMC-related project (40% of the final grade)

The goal of this assignment is to apply knowledge that is acquired in-class and adapted to the real situation. Students in groups will have to select a company (or brand) and create a brief. The project will train participants on the structure, steps, and tools needed to prepare an integrated marketing communication brief from a manager's perspective. It covers a three-tier product analysis, target audience identification, competitive analysis, and a framework for defining strategic communication opportunities based on analysis results. More details will be provided in class.

Final Exam (60% of the final grade)

The final exam includes material from the main readings and sources (additional sources, articles, interview materials) that were provided or indicated during classes. More details will be provided in class.

Retake (written) exam 60% of the final grade

The Retake exam will replace the 60% of the final grade that corresponds to the Final Exam. The Retake Exam will have the same duration and follow the same structure as the Final Exam. Scores from all assignments will be summed up to determine the final (cumulative) grade.

Teaching methods:

1. The course will consist of 4-hour blocks (see detailed timetable) taken up by lectures, discussion, and exercises.
2. The course is designed to achieve its aims through a combination of lectures and interactive case-study sessions. The lectures are designed to encourage active participation, collaborative and creative work, interactive communication and critical thinking.
3. The course is interactive and requires a high level of involvement from the students during the class sessions. Students are expected to come to class well prepared. Unless otherwise noted, please read the articles and /or cases before coming to class.

Additional remarks:

1. Proper classroom etiquette is expected at all times.
2. The class notes (slides) are the intellectual property of the teaching instructor. Students may not distribute or duplicate these notes without a written consent of the instructor.
3. Any uncompleted assignment will be awarded a zero grade.
4. All assignments must be completed on time. No postponement and/or retake of the assigned tasks shall be allowed.
5. Failing grades from the final exam and other assignments shall not be calculated and will equal '0'.
6. A student who fails the overall course has the right to retake the exam. A re-take exam shall consist of all course material and comprise 35% of the final cumulative grade. The acquired passing grades from all course assignments (except for the final exam) shall be summed up and a final cumulative grade shall be given.
7. A student shall have no right to re-take an exam after s/he has received a passing final grade.

Compulsory readings

The majority of the compulsory frameworks and theories will come from the following textbook:

George Belch and Michael Belch (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw Hill.

Articles:

Kliatchko, J. (2008). Revisiting the IMC construct: A revised definition and four pillars. *International Journal of Advertising*, 27(1), 133-160.

Keller, K. L. (2016) Unlocking the Power of Integrated Marketing Communications How Integrated Is Your IMC Program?, *Journal of Advertising*, 45:3, 286-301.

Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122-145.

Javornik, A. (2016) 'It's an illusion, but it looks real!' Consumer affective, cognitive and behavioural responses to augmented reality applications, *Journal of Marketing Management*, 32:9-10, 987-1011

Mulhern, F. (2009). Integrated marketing communications: From media channels to digital connectivity. *Journal of marketing communications*, 15(2-3), 85-101.

Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73. Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011).

Seeding Strategies for Viral Marketing: An Empirical Comparison. *Journal of Marketing*, 75, 55-71.

Ham, C. D., & Kim, J. (2019). The role of CSR in crises: Integration of situational crisis communication theory and the persuasion knowledge model. *Journal of Business Ethics*, 158(2), 353-372.

Dobele, A., Toleman, D., & Beverland, M. (2005). Controlled infection! Spreading the brand message through viral marketing. *Business Horizons*, 48(2), 143-149.

Venciūtė, D., Karalius, L., Reardon, J., & Auruškevičienė, V. (2023). The impact of employees' social media advocacy on attitudes toward the brand: the mediating role of parasocial relationships. *Journal of Product and Brand Management*, 1-14.

Venciūtė, D., Yue, C. A., & Thelen, P. D. (2023). Leaders' personal branding and communication on professional social media platforms: Motivations, processes, and outcomes. *Journal of Brand Management*, 1-20.

However, please note that some of the frameworks will come from research articles that are indicated in the table of course content.

Given that the course deals with a rather dynamic domain of knowledge, a certain proportion of the lecture and discussion material for the course will be delivered "just-in-time" (uploaded to e-learning or indicated for downloading from the Internet). This is intended to ensure up-to-date coverage of the course topics. Students should be committed to follow the e-learning system and observe uploaded course material on a daily basis. The instructor may assign additional articles, publications, interviews and studies published by top scholarly and practitioner journals.