

What are the 2 keywords that
make up this course?



Welcome to the World
of
**Integrated Marketing
Communications!**



Voted on Final Exam Preference?

Marketing YOU!

Bonus Assignment

The Reflections Journal

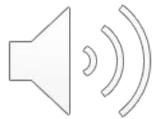
MKT 370
Reflections Journal
(Worth 15 %)

In the Reflections Journal, you need to reflect on our course throughout the semester. This would include topics covered, class discussions, cases, assignments, stories, class activities, project, mini pop assignments and your feedback. This would also include your active participation in class and in the group. The journal represents your learning journey throughout the course. It's like a diary of your journey in the course in your own words. It's a great piece of writing to keep, that you'll learn writing skills, critical thinking, creative thinking and I hope you can make the most of it.

The Reflections Journal-Notes

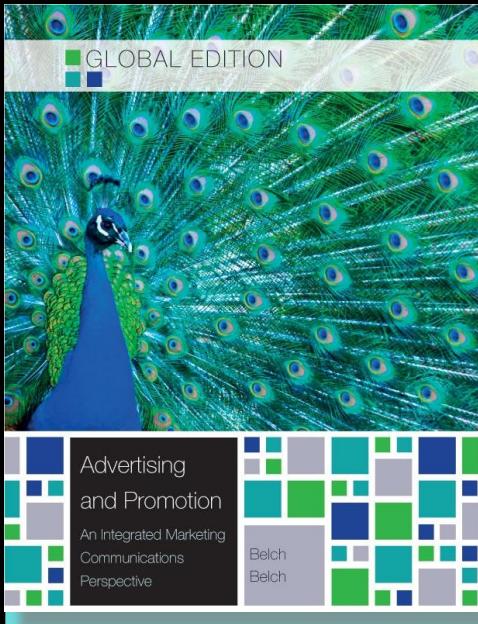
- The Reflections journal can be organized in terms of weeks. Every 2 weeks can have a journal reflections writeup on it (ideally every week). A final thoughts on the course would be included at the end.
- All class activities should be recorded and included in the appendix by title of activity.
- The reflections journal would be between 10-15 pages (+Appendix).
- Figures, pictures, drawings, sketches etc. should be included.
- Include at least 2 mini pop assignments (mentioned during class).
- A reflections journal isn't about covering everything, or just telling me what's on slides or in the book, it's your own reflections on it in your own words. It's what you learned? what aroused your curiosity? What engaged you? what worked? What didn't ? what was confusing? what further research/examples/cases have you found about the topic? In social media? how can you relate and apply things in your own business/work/life? etc.
- You need to write these course reflections preferably after each of our class sessions. Don't wait as you'll forget the details. The details matter. Whilst the reflection journal is due at the end of our course, you shouldn't wait to write it then. You probably will get a lower score then.
- Include the date and time of reflections as you start writing.
- The Reflections journal is like you telling us your own story, in your own words about the journey with the course.

Reflections Journal Question & Feedback



Tell us about a campaign you
loved/hated? Why? analyze



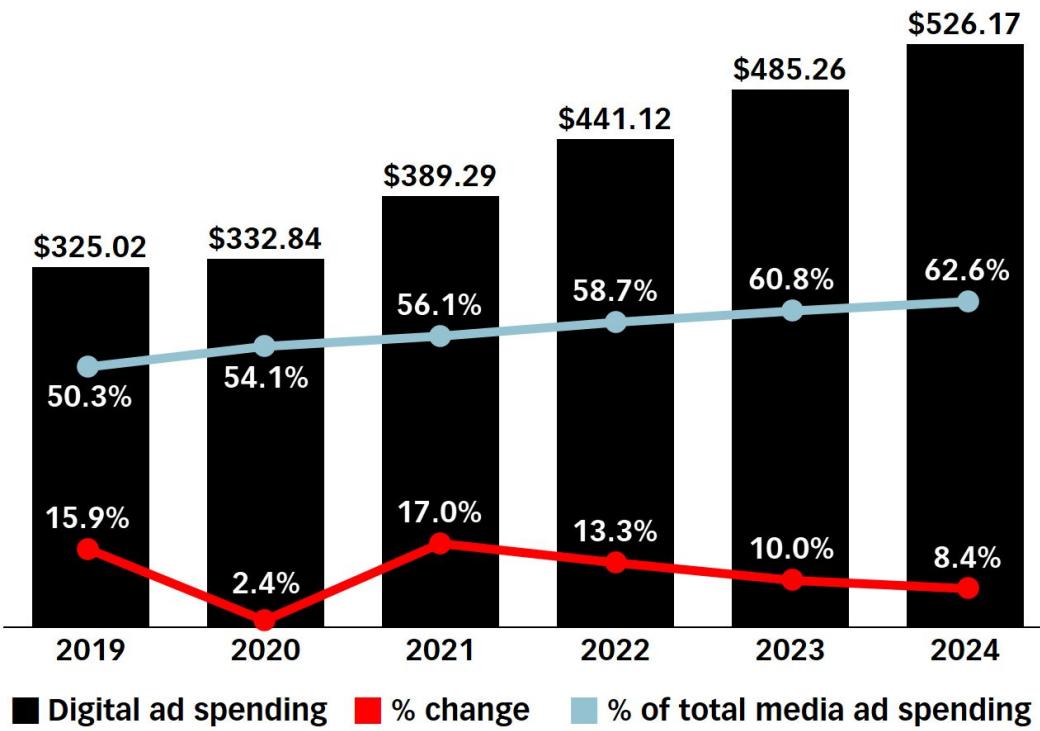


An Introduction to Integrated Marketing Communications

Growth of Advertising and Promotion

Digital Ad Spending Worldwide, 2019-2024

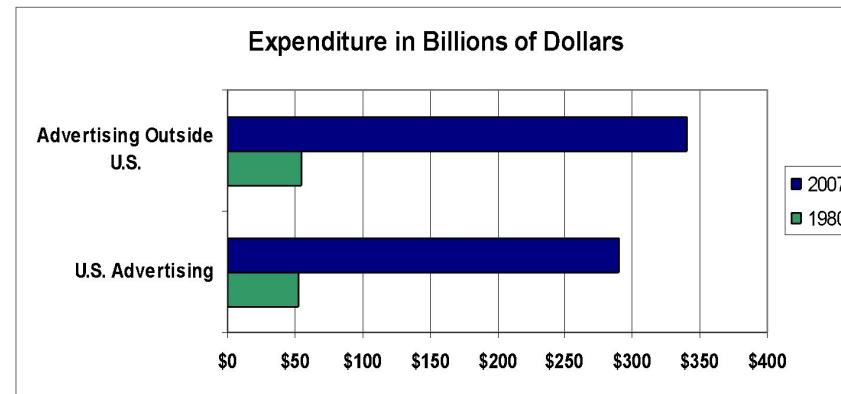
billions, % change and % of total media ad spending



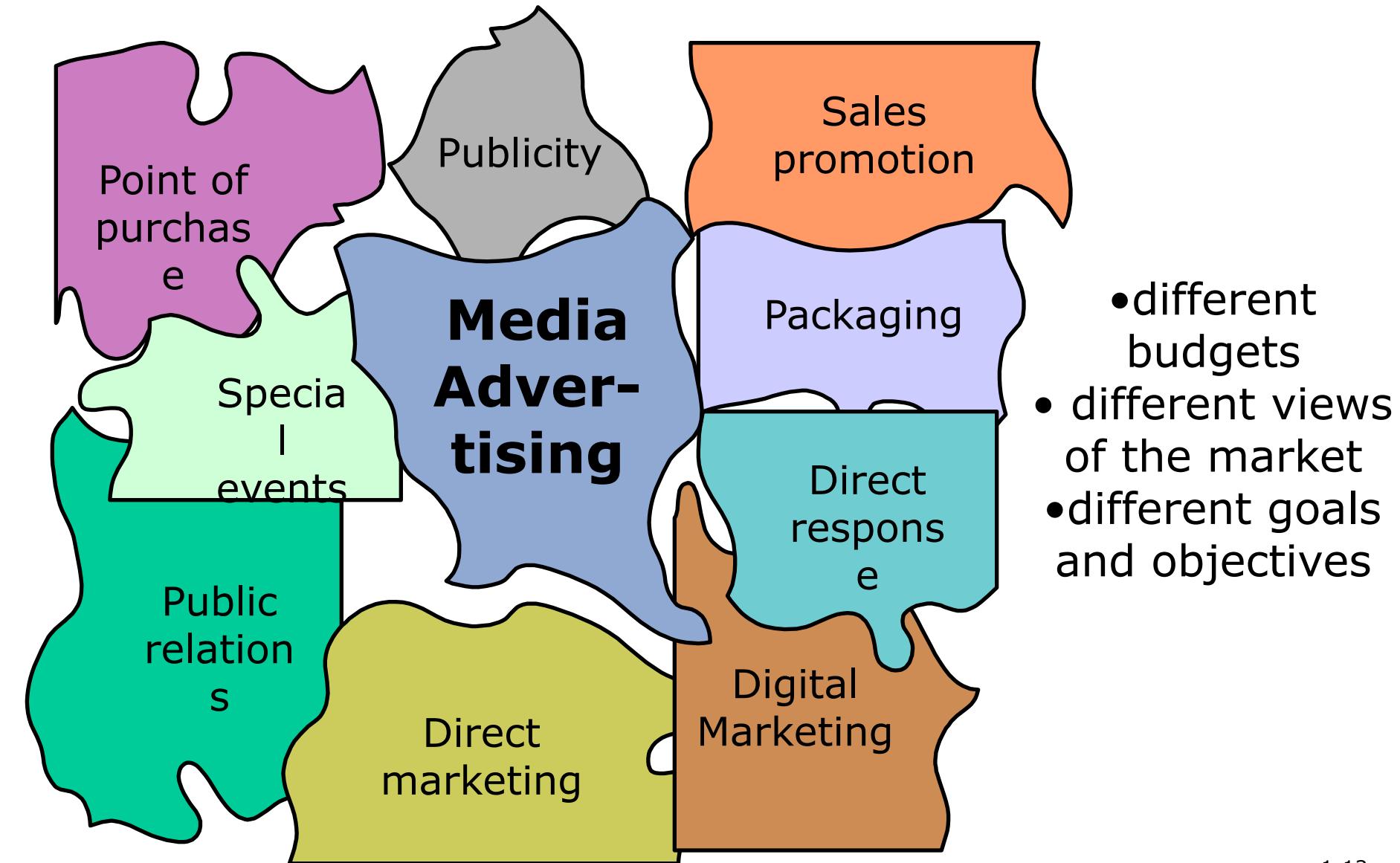
■ Digital ad spending ■ % change ■ % of total media ad spending

Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes classifieds, display (banners/static display, rich media, sponsorships and video, including advertising that appears before, during or after digital video content in a video player), search (paid listings, contextual text links and paid inclusion), in-game advertising, newsletter advertising and email

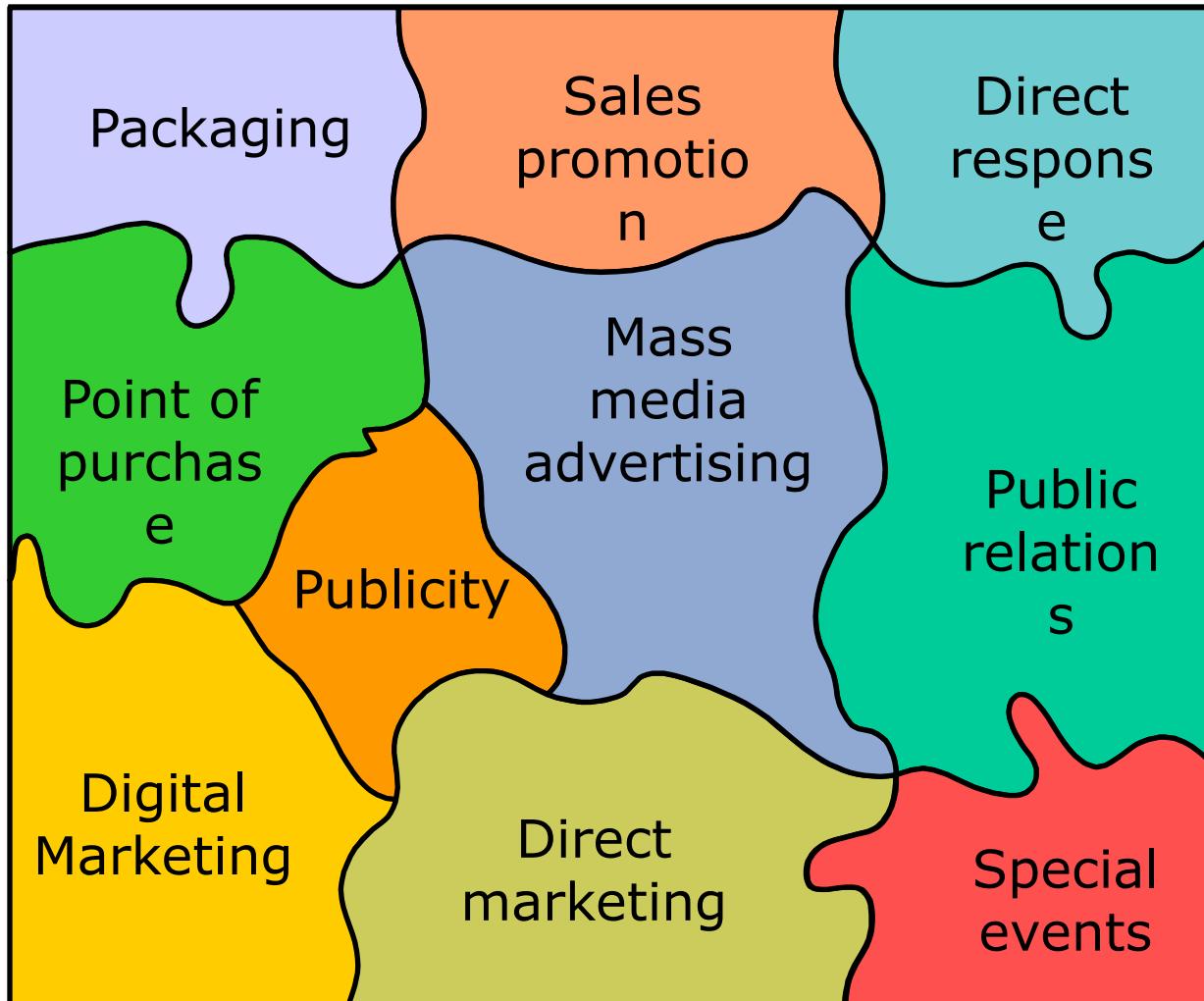
Source: eMarketer, June 2020



Traditional Approach to Marketing Communications



Contemporary IMC Approach



all of a company's marketing and promotional activities project a consistent, unified image in the marketplace.

Growing Importance of IMC

- Value of IMC
 - Avoids duplication of marketing efforts
 - Synergy among promotional tools
 - More efficient and effective marketing
- Rapidly changing environment
 - Consumer behavior
 - Technology
 - Media consumption behavior
 - Proliferation of media

The Promotional Mix



The IMC Project
A “Real” Marketing
Campaign
Business/Nonprofit
Social Cause

Dr. Saleh how are you?
I hope you are fine and doing well.

I wanted to tell you that one of the projects (Developing an IMC plan) that I worked on in one of your courses got a consultation company interested in me after I added it to my CV.

They told me that this project is exactly why they called me in the first place.

The next time your students complain about the huge workload just show them this message and remind them that this project might be what will earn them that dream job.

دكتور صالح السلام عليكم ورحمة الله وبركاته

انا شفت البوست الاخير في استغرام وحبيت اني اشاركك نتيجة البروجيكت في مادة 370 لما كنا نشتغل مع جمعية فتاة الخليج. انا الحمد لله دخلت مقابلات كثير وفي كل المقابلات كان اكثر من 60% من المقابلة عن المشروع هذا وكان مصدر فخر لي ومصدر اعجاب للمقابلين.

صحيح كان الكورس متعب وضغط لكن بالنهاية نتائجه كانت مذهله لانه السبب بعد الله في اني قبلت كمتدرب في شركة كبيرة والآن الحمد لله انقلبت بسابك وفي كل المقابلات كان البروجيكت محور الحديث.

حبيت اشاركك الموضوع هذا لانه مهم لكل طالب ياخذ الكورس هذا واتمنى لك ولهم التوفيق.

What did you like most about the course? the more specific the better *

الحملة التسويقية، و الجوانب التطبيقية في المحاضرات.

شخصياً تعلمت في الشهرين الي كنت أطبق فيها أكثر من الي تعلمنه في الأربع سنين الي قضيتها في الجامعة. التعامل مع إعلانات قوقل، التعامل مع الفريلانسرز، أهمية التخطيط اللوجيسي، إدارة حساب توينتر، كتابة نصوص للأنميشن، التعامل مع العميل، أهمية تنظيم الشغل مسبقاً.

كلها أشياء كنت أعرفها نظرياً، و مع أول محاولة معها فشلت و اضطررت أتعلم عن طريق الخطأ

بقية الكورسات أستفيد منها صح، لكن بمجرد ما ينتهي الترم تنسى ثلاثة أرباع المعلومات، لكن التجربة في هذا الكورس كانت تفاعلية بشكل يصعب علي نسيانها.

حتى ملف الإكسل و البحث عن الإعلانات و التعليق عليها يخليني أتذكر ها الإعلانات و أتذكر الأنواع الي صنفناها تحتها بشكل أفضل.

Inbox ×



MKT370 Project Appreciation

★ MOHAMMAD ASH... ▾ To: shebil@kfupm.edu.sa

23/01/2018, 3:39 PM

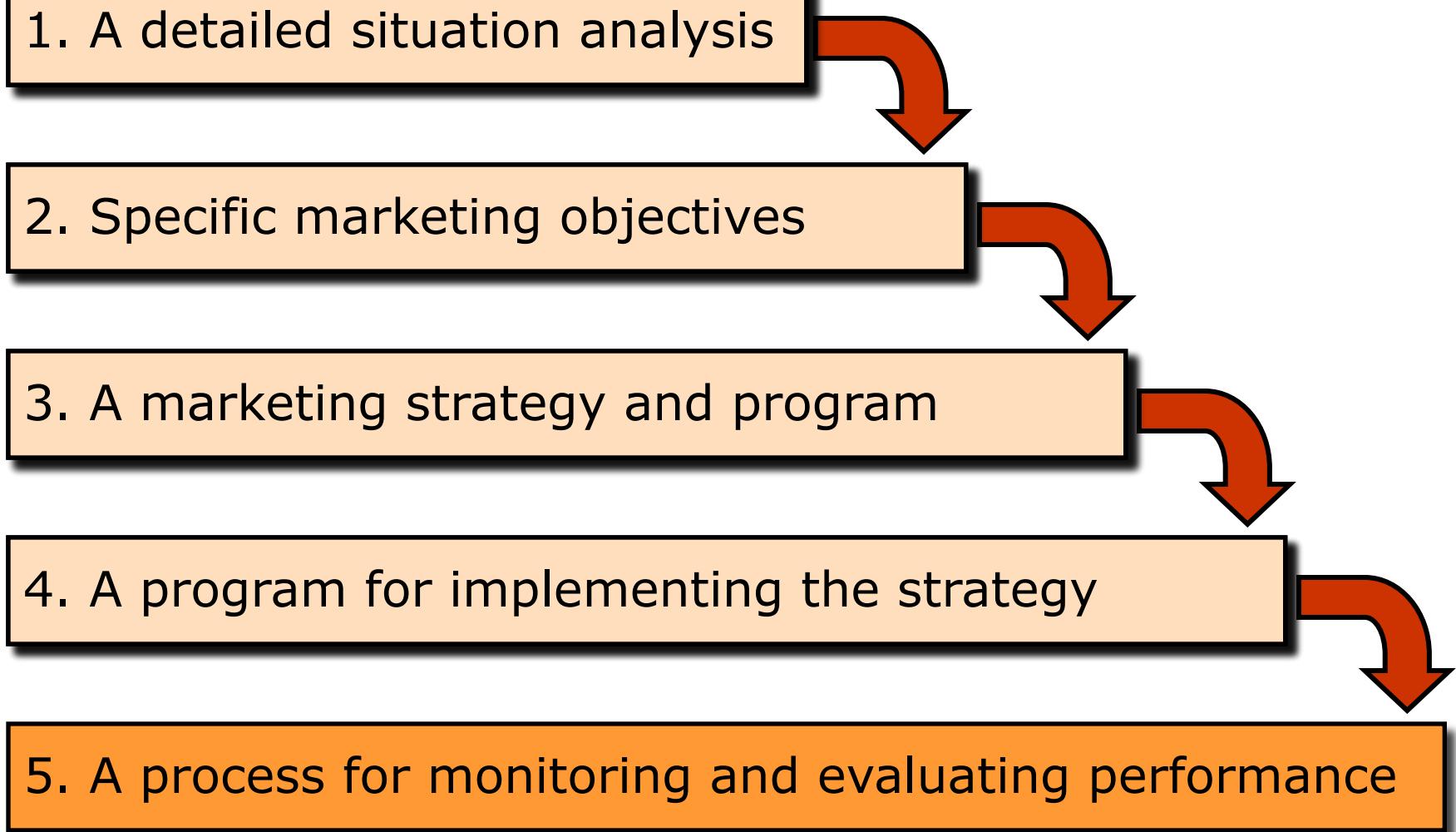


Good morning Dr.Saleh, I just wanted to tell you something that i thought it would be worth telling. In the beginning of the semester, you have showed us comments of people who got jobs because of the marketing campaign project of Integrated Marketing Communication course (MKT370) that they have mentioned and explained during the interview. At first, I was amazed and at the same time, I did not really believe the impact of it and how it helped them out this much. During this semester, which is 171, I had an interview with Saudi Airlines in the marketing department for the COOP Training. The interview was held in Jeddah and I had to go there to do it, I was so worried about the interview but when I did the interview, I realized that it took me an hour or more for the interview and what really took time was talking about the project. I spent more than 45minutes explaining the project IN DETAIL and how we have done everything and what are we going to accomplish and every method we followed. The interviewer was kind of amazed of the work we're doing as students and the amount of effort spent to plan and execute a campaign, even though we were in the middle of the semester (the planning phase), when we haven't finished the project yet or even executed the plan. Fortunately, I was accepted by Saudi Airlines for the COOP Training and thanks to the project that helped me a lot in the interview. You told us in the beginning of the semester that this project will even help you in the interview, that we have something to talk about in the interview, and you were totally right, it really helped me and I spent almost all the time talking about it and it was the reason that got me accepted there. Thank you for the effort you have put into this project and how is it being useful in different ways. I really appreciate all the work and I thank you again for everything you have done, and I don't have to mention the way you teach and how you explain the course because there is nothing to add on this

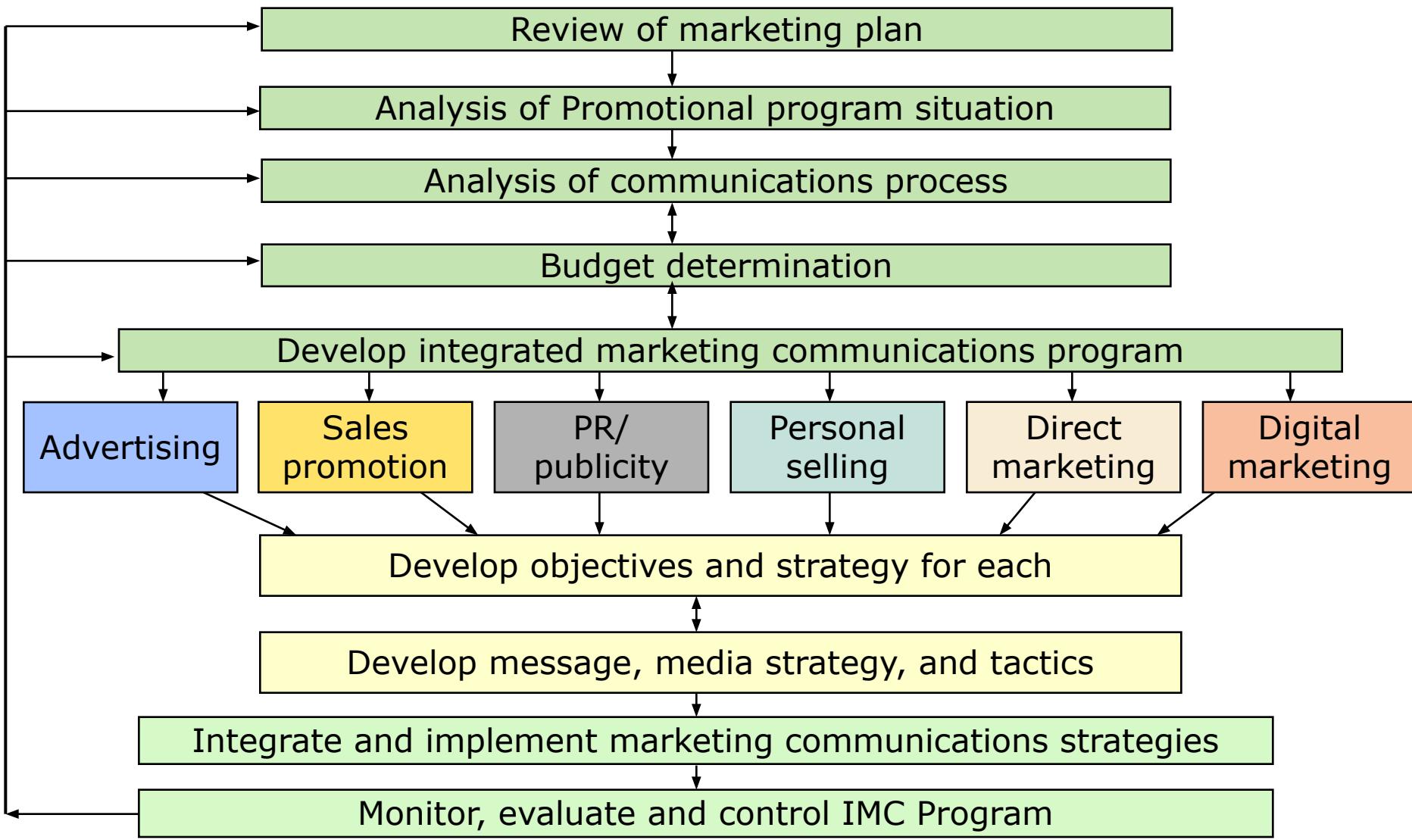
جائزه
رواد
التسويق
١٤٣٩هـ
م.إ.ج

المركز الثاني
مسار الحملات الطلابية

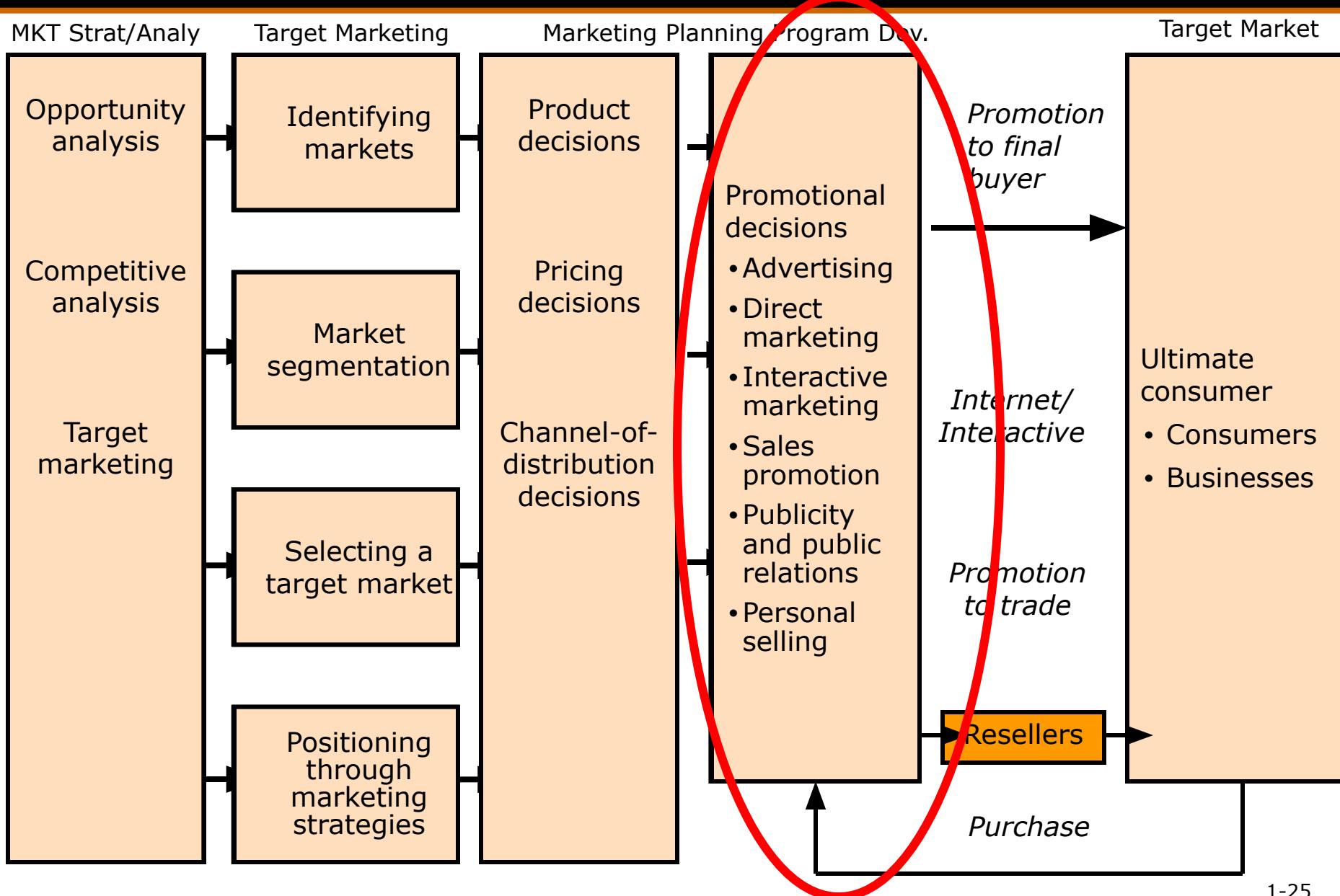
The Marketing Plan



Model of the IMC Planning Process

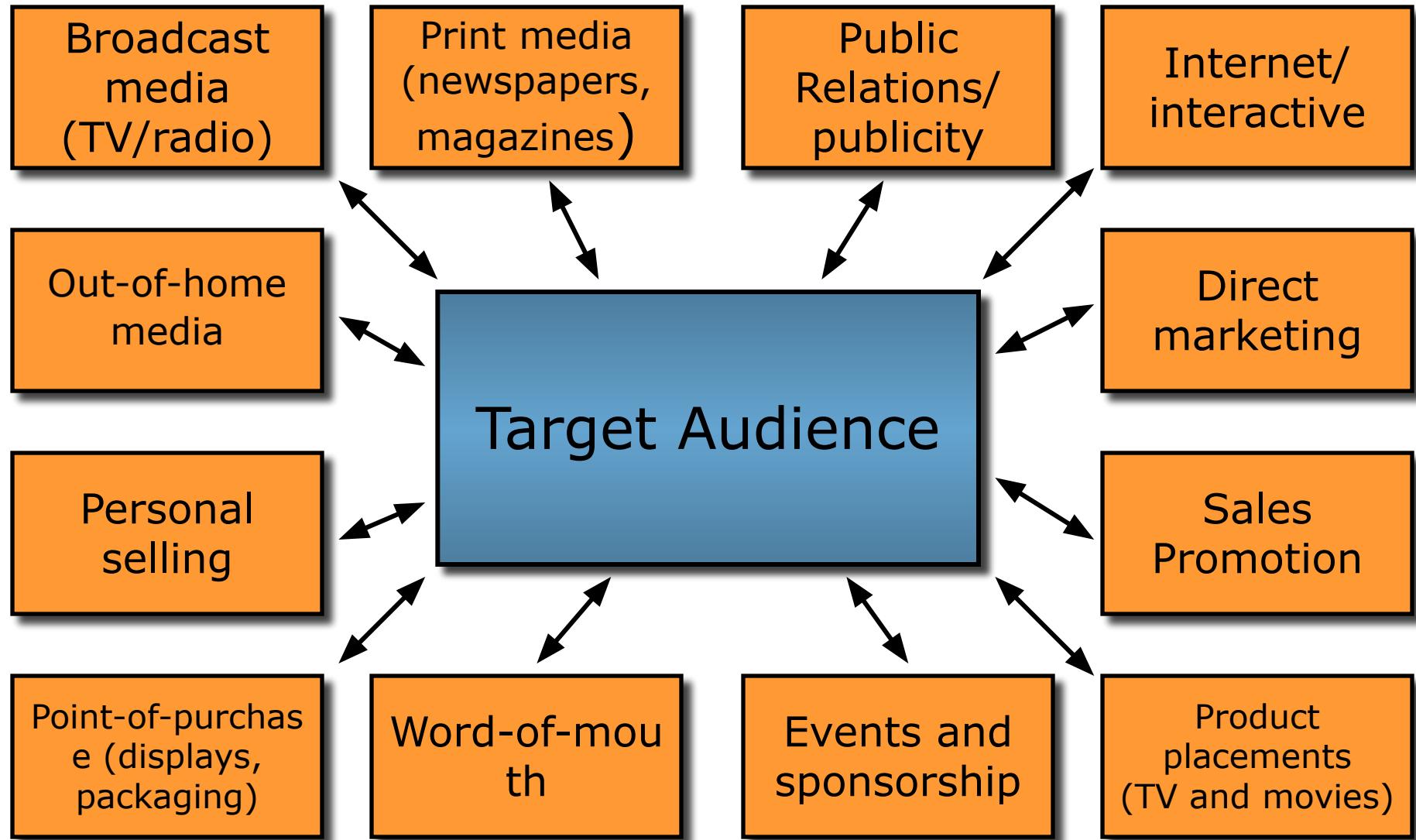


Marketing and Promotions Process Model



Teams

IMC Audience Contact Tools



The Promotional Mix

