

**ANKARA YILDIRIM BEYAZIT UNIVERSITY – DEPARTMENT OF INTERNATIONAL TRADE AND BUSINESS  
COURSE SYLLABUS**

Course Code	Course Title	Course Type	ECTS Credits	Prerequisite Information	Date of Preparation
ITB 331	Integrated Marketing Communication In International Trade	Elective	4	-	2025
<b>Instructor of the Course &amp; E-Mail Address</b>	Assoc. Prof. Dr. Ali AYCI aliyaci@aybu.edu.tr				
<b>Office Hours &amp; Office Room</b>	Tuesdays 9:00-10:00 Instructor Room				
<b>Course Content and Objectives</b>	This course provides a comprehensive framework for understanding and applying Integrated Marketing Communications (IMC) in the contemporary business environment, with a strong emphasis on integrating offline, online, and social media strategies. It covers the core principles of marketing communications, audience understanding, strategic planning (using models like SOSTAC®), and the implementation of various communication tools including advertising, PR, direct marketing, sales promotion, digital marketing (web, email, mobile, social media), and personal selling. The course aims to equip students with the ability to create synergistic communication campaigns that build brands, engage customers, and drive measurable results across multiple platforms. Objectives include understanding the modern media landscape, developing integrated communication plans, selecting appropriate tools and channels, measuring campaign effectiveness, and managing communication ethically and effectively.				
<b>Textbook(s)</b>	<p><b>Required:</b> Smith, P. R., &amp; Zook, Z. (2011). <i>Marketing Communications: Integrating Offline and Online with Social Media</i> (5th ed.). Kogan Page.</p> <p><b>Recommended/Supplementary:</b> Belch, G. E., &amp; Belch, M. A. (Various Editions). <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>. McGraw-Hill Education. Kotler, P., &amp; Keller, K. L. (Various Editions). <i>Marketing Management</i>. Pearson.</p>				
<b>Teaching Methods and Techniques</b>	Lectures, Class Discussions, Case Study Analysis, Reading Assignments, Student Presentations, Group Projects				
<b>Course Learning Outcomes</b>	1	Explain the principles of IMC and its importance in integrating offline, online, and social media efforts.			
	2	Analyze target audiences and understand communication models in a multi-channel environment.			
	3	Apply strategic planning frameworks (e.g., SOSTAC®) to develop integrated marketing communication plans.			
	4	Evaluate and select appropriate online and offline communication tools (advertising, PR, DM, SP, digital channels, social media, etc.) based on objectives and audience.			
	5	Understand the role of branding and creativity in effective marketing communications.			
	6	Develop basic media planning strategies integrating traditional and digital media.			
<b>Program Outcomes Contributed by the Course</b>	<b>Program Outcomes (PO)</b>				
	1	Students can understand and define the concept of marketing communication.			
	2	Students can define international marketing communication tools in line with business purposes and know the advantages and disadvantages of each tool.			
	3	Students can develop a marketing communication plan.			
	4	Students present their marketing communication plans in written and oral form.			

<b>Contribution of the Course to Field Instruction</b>	This course heavily integrates practical application through the analysis of current digital, social media, and traditional marketing campaigns. Students will learn to use planning frameworks like SOSTAC® and explore various online tools and platforms, connecting theoretical knowledge directly to the skills needed in contemporary marketing communication roles. Case studies and potential projects will focus on real-world integration challenges.		
<b>Topics Covered in the Course</b>	1. Week	Overview of Marketing Communications; The Integrated Approach	
	2. Week	Understanding How Marketing Communications Works; Audiences & Targeting	
	3. Week	Strategic Planning using SOSTAC®: Situation Analysis & Objectives	
	4. Week	Strategic Planning using SOSTAC®: Strategy & Tactics	
	5. Week	Branding, Positioning, and Creative Strategy	
	6. Week	Offline Tools: Advertising, PR, Sponsorship, Sales Promotion, Direct Mail	
	7. Week	Offline Tools: Exhibitions, Packaging, Merchandising, Personal Selling	
	8. Week	Midterm Week	
	9. Week	Online Tools: Building Your Website & Digital Presence	
	10. Week	Online Tools: Search Engine Marketing (SEO/PPC), Online Advertising	
	11. Week	Online Tools: Email Marketing, Viral Marketing, Online PR	
	12. Week	Social Media Marketing: Strategy and Key Platforms	
	13. Week	Mobile Marketing; Integrating the Mix (Tactics Integration)	
	14. Week	Measurement & Evaluation (Actions & Control); Budgets	
	15. Week	Internal Marketing Communications; Ethics; Course Review	
<b>Course Evaluation Criteria</b>	<b>In-Term Studies</b>	<b>Quantity</b>	<b>Percentage %</b>
	Mid-terms	1	%30
	Quizzes		%
	Assignments		%
	Attendance	1	%10
	Practice		%
	Project		%
	Final examination	1	%60
	<b>Total</b>		<b>100%</b>
<b>Disability Policy</b>	If you have a documented disability (e.g., visual, hearing, or physical impairment, etc.) that may influence your performance in this course, it is recommended to meet with the Engelsiz AYBU ( <a href="https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html">https://aybu.edu.tr/engelsiz/content_list-327-yildirim-beyazit-universitesi-engelsiz-universite-birimi-yonergesi.html</a> ) to arrange for reasonable conditions (such as accommodation, etc.) to ensure an equitable opportunity to meet all the requirements of this course. You may also contact the local authority of the Faculty of Humanities and Social Sciences. You should communicate your needs to the course instructor as soon as possible to ensure that any course needs concerning exams, lecture materials, etc. are met.		