

Course Code: MADINMC

Course Title: Principles of Advertising and Marketing Communication

Course Description:

Marketing communication is an extremely important factor in the marketing mix. In this lecture, in addition to basic elements such as promotional mix and media mix, students can deepen their understanding of principles of marketing communication based on case studies on effective combination with other marketing mix and development of marketing communication that is adapted to consumer behavior.

Department: Marketing and Advertising

Required text and materials

Integrated Marketing Communications the Holistic Approach by: Tony Yeshin

Marketing Communications Management by: Paul Copley

Other References

The Marketing Classic Positioning by: Al Rise

Cutting Edge Advertising by: Jim Aitchison

Creative Leaps by: Michael Newman

Manager's Guide to Marketing, Advertising and Publicity by: Barry Callen

The Advertising Solution by: Craig Simpson and Brian Kurtz