



**Bow Valley
College**

Course Outline

MKTG2303

Integrated Marketing
Communications
Winter 2025 - Current

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MKTG2303 Integrated Marketing Communications**COURSE DESCRIPTION**

The focus of integrated marketing communications is making sure that an organization's brand identity and messages are consistent and credible across all communication channels. This approach creates a competitive edge for an organization and improves brand loyalty. For consumers and stakeholders, this continuity creates a seamless journey across the different components of the marketing mix and the many communication channels. Learners explore the various promotional approaches including advertising, direct marketing, interactive communication, sales promotion, and public relations.

REQUISITES	Complete the following courses: <ul style="list-style-type: none">• MKTG1101 - Introduction to Marketing (3)• MKTG2103 - Applied Marketing (3)
EQUIVALENTS	None
CREDITS	3
HOURS	45
ELIGIBLE FOR PLAR	Yes
ZERO TEXTBOOK COST	No

COURSE LEARNING OUTCOMES

Bow Valley College is committed to ensuring our graduates can demonstrate their abilities in key areas that will make them effective citizens and encourage their development as lifelong learners. In addition to the discipline-specific skills that learners acquire in their programs, the College has identified ten learning outcomes.

College-Wide Outcomes:

1. Communication
2. Thinking Skills
3. Numeracy and Financial Literacy
4. Working with Others
5. Digital Literacy
6. Positive Attitudes and Behaviours
7. Continuous Learning
8. Health and Wellness Awareness
9. Citizenship and Intercultural Competence

10. Environmental Sustainability

#	COURSE LEARNING OUTCOME(S)	COLLEGE WIDE OUTCOMES SUPPORTED
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1	Explain the components and relationship between corporate, marketing, and integrated marketing communication (IMC) strategies.	1, 2, 7, 10
2	Examine the process to create a customer-centric advertising strategy.	2, 5, 9
3	Construct a creative brief for a target audience.	1, 2, 9
4	Evaluate and propose changes to an advertising campaign.	1, 2, 5, 9
5	Develop an integrated marketing communication plan for a selected organization.	1, 2, 5, 9

COURSE MODULES AND SCHEDULE

**Course schedule subject to change, depending on delivery mode and term of study. For exact dates, please consult the Course Offering Information in Brightspace.*

WEEK/HOURS MODULES

Week 1	Introduction to IMC
Week 2	Introduction to IMC
Week 3	The planning process: Strategic planning
Week 4	The planning process: Branding strategy
Week 5	The creative process
Week 6	The creative process
Week 7	The advertising media: Print, broadcast, digital and out-of-home
Week 8	The advertising media: Print, broadcast, digital and out-of-home
Week 9	Reading Week
Week 10	The IMC elements: Media planning and buying
Week 11	The IMC elements: Direct marketing, personal selling, and sales promotion
Week 12	The IMC elements: Online and interactive communications
Week 13	The IMC elements: Public relations, sponsorship, events, and experiential marketing
Week 14	Evaluate IMC campaigns
Week 15	Evaluate IMC campaigns

ASSESSMENT

COURSE

LEARNING ASSESSMENT

OUTCOME(S)

WEIGHT

1, 2, 3, 4, 5	Assignments and Credentials (Minimum of 4)	100%
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Important: For details on each assignment and exam, please see the Course Offering Information.

PERFORMANCE STANDARDS

A minimum grade of D is required to pass this course. However, a program may require a higher grade in this course to progress in the program or to meet specific program completion requirements.

Please consult with the program area or contact the program chair for further details. A minimum Grade Point Average of 2.0 is required for graduation.

GRADING SCHEME

Grade	Percentage	Grade Point	Description
A+	95-100	4.0	Exceptional: superior knowledge of subject matter
A	90-94	4.0	Excellent: outstanding knowledge of subject matter
A-	85-89	3.67	
B+	80-84	3.33	
B	75-79	3.0	Very Good: knowledge of subject matter generally mastered
B-	70-74	2.67	
C+	67-69	2.33	
C	64-66	2.0	Satisfactory/Acceptable: knowledge of subject matter adequately mastered
C-	60-63	1.67	
D+	57-59	1.33	
D	50-56	1.0	Minimal Pass

F	Less than 50	0.0	Fail: an unsatisfactory performance
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REQUIRED LEARNING RESOURCES

Optional Resource:

Guolla, M., Belch, G., and Belch, M. (2023). Advertising & promotion: An integrated marketing communications perspective (8th ed.). McGraw Hill.

Print ISBN: 9781264655809

eBook ISBN: 9781265005580

Additional learning resources may be found in the Course Offering Information or in Brightspace.

ADDITIONAL INFORMATION

Additional information may be found in the Course Offering Information or in Brightspace.

ACADEMIC ACCOMMODATIONS

Learners with a disability (learning, physical, and/or mental health) may qualify for academic and exam accommodations. For more information, or to apply for accommodations, learners should make an appointment with Accessibility Services in the Learner Success Services (LSS) Department. Accessibility Services can also assist learners who may be struggling with learning but do not have a formal diagnosis. To make an appointment visit LSS on the first floor of the south campus or call 403-410-1440. It is the learner's responsibility to contact Accessibility Services and request academic accommodations. For more information, please visit our website at <http://www.bowvalleycollege.ca/accessibility>.

INSTITUTIONAL POLICIES

Bow Valley College is committed to the highest standards of academic integrity and honesty. Learners are

urged to become familiar with and uphold the following policies: Academic Integrity (500-1-7), Learner Code of Conduct, Procedures and Guidelines (500-1-1), Learner Appeals (500-1-12), Attendance (500-1-10), Grading (500-1-6), Academic Continuance and Graduation (500-1-5), and Electronic Communications (300-2-13). Audio or video recording of lectures, labs, seminars, or any other teaching and learning environment by learners is allowed only with consent of the instructor as part of an approved accommodation plan. Recorded material is to be used solely for personal study and is not being used or distributed without prior written consent from the instructor.

Turnitin:

Students may be required to submit their course work to Turnitin, a third-party service provider engaged by BVC. Turnitin identifies plagiarism by checking databases of electronic books and articles, archived webpages, and previously submitted student papers. Students acknowledge that any course work or essays submitted to Turnitin will be included as source documents in the Turnitin.com reference database, where it will be used solely to detect plagiarism. The terms that apply to a student's use of Turnitin are described on Turnitin.com.

Online Exam Proctoring:

Examinations for this course may require proctoring through an online proctoring service. Online proctoring enables online exam taking within a controlled and monitored environment, thereby enhancing academic integrity. Online proctoring may occur through a variety of methods, including but not limited to:

- a. live online proctoring where a remote invigilator authenticates identity and observes completion of an exam using specialized software and recordings;
- b. automated proctoring where the exam session is recorded and AI (artificial intelligence) analyzed;
- c. browser lockdown that limits access to other applications, websites, copying, printing, screen capture and other functions; or
- d. a combination of both live/automated proctoring and browser lockdown.

Course instructors will review recordings, analyses, and data obtained through online proctoring for academic integrity infractions. It is the student's responsibility to meet the technical, software, location, and identity verification requirements necessary to enable online proctoring.

Further details of these policies are available in the Academic Calendar and on the Bow Valley College website, bowvalleycollege.ca.

Learners are encouraged to keep a copy of this course outline for future reference.

Collection of Personal Information:

This course, including your image and voice, may be recorded and made available to you and other students taking the course section. By attending the class(es) online or in person, you consent to the collection of your personal information. If you do not wish to be recorded, please contact your instructor before starting the course/class to discuss alternative arrangements.

You may use the recordings only for educational purposes and you must not copy, share, or use the

recordings for any other purpose without the instructor's express permission.

Your personal information is collected in accordance with section 33(c) of the Freedom of Information and Protection of Privacy Act (Alberta) to deliver academic programming, support learner flexibility, promote universal design for learning principles, and for purposes consistent with the course activities and outcomes. If you have any questions about the collection, disclosure, use, or protection of this information, please contact the College's Access and Privacy Officer at foip@bowvalleycollege.ca.