

**SEMESTER:**

**MKT4030: MARKETING COMMUNICATIONS & BUYER BEHAVIOUR**

**DAY / TIME:**

**INSTRUCTOR:**

**CREDIT: 3 UNITS**

**CONSULTATION HRS:**

**TEL:**

**EMAIL:**

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### **COURSE DESCRIPTION**

The course examines methods that organizations use to communicate with customers and prospects, including advertising, personal selling, sales promotion, public relations, publicity and other forms of promotion. It evaluates the characteristics of each form of promotion in varying marketing situations for formulating communication strategies and tactics.

#### **I. Course Outcomes**

At the end of this course learners should be able to:

- To explain how and why customers react to marketing messages.
- To develop marketing messages.
- To evaluate promotional programs
- To appreciate the role each element of promotion plays in the design of a marketing communication strategy.

#### **II. Link with the University Mission Outcomes**

The course deals with business communication strategy issues and will, therefore, improve higher order thinking, literacy and global understanding among the students.

#### **III. Link with the School of Business Mission Outcomes**

An understanding of communication effectiveness and buyer behavior will produce students who are to some extent globally oriented, have creative and problem solving skills and are team players and good communicators.

### **WEEK 1**

#### **Objectives**

- Explain the various promotion objectives for an organization.
- Explain the main promotion elements.

#### **Course content**

##### Introduction

- The marketing mix elements
- The promotion objectives
- The promotion elements

### **WEEK 2**

#### **Objectives**

- Illustrate the elements of communication

- Describe the communication process

#### **Course content**

- A model of the communication process
- Behavioral foundations of marketing communication

### **WEEK 3**

#### **Objectives**

- Define the term motive.
- Explain the meaning of attitudes.
- Discuss the influence of communication strategies on the attitudes of target markets.
- Explain how each element of communication process can be used to change attitudes of people.
- Explain the meaning of perception.
- Discuss the influence of perception on customer attention.

#### **Course content**

##### **PSYCHOLOGY AND COMMUNICATION**

- Motives
- Attitudes
- Changing attitudes of target market
- Perception
- Perception and attention

#### **Group discussions and presentation**

### **WEEK 4**

#### **Objectives**

- Explain the relevant source message, receiver and medium factors in marketing communication.
- Explain the significance of source, message, receiver and medium factors in the design of a marketing strategy.

#### **Course content**

- The Source Factors
- The Receiver Factors
- The Message Factors
- The Medium Factors

#### **Assignment 1**

### **WEEK 5**

#### **Objectives**

- Distinguish between diffusion and adoption in marketing communication.
- Explain the importance of diffusion and adoption in marketing communication.
- Discuss the significance of adaptor categories in the design of a marketing communication strategy.

#### **Course content**

##### **DIFFUSION AND ADOPTION PROCESS**

- Diffusion of Innovation
- Diffusion and Adoption process

## **WEEK 6**

### **Objectives**

- Explain the role of opinion leaders in the design of marketing communication strategy.
- Discuss the influence of various groups in the marketing environment on communication efforts.

### **Course content**

- Opinion Leader and the Flow of Influence
- Impact of Groups on Communication

## **MID-SEMESTER EXAMINATION**

## **WEEK 7**

### **Objectives**

- Define global advertising
- List advertising objectives
- Design an effective advertising message for a company
- Identify the methods that can be used to evaluate an advertising strategy

### **Course content**

#### **THE MANAGEMENT OF THE ADVERTISING EFFORT**

- Global advertising
- Advertising Objectives
- Advertising Messages
- Measuring Advertising Effectiveness

## **WEEK 8**

### **Objectives**

- Describe professional selling process.
- Discuss theoretical aspects of selling.

### **Course Content**

#### **PERSONAL SELLING**

- Professional Selling Process
- Theoretical Aspects of Selling

## **Assignment 2**

## **Week 9**

### **Objectives**

- Explain communication principles that are required in personal selling.
- Identify the qualities of a good salesperson.
- Discuss the methods that are used in evaluating sales effectiveness.

### **Course Content**

- Using Communication Principles to improve Personal Selling.
- Sales effectiveness.

## **Case discussion and presentation.**

### **Week 10 & 11**

#### **Objectives**

- Discuss the role of reseller support tools in marketing communication.
- Explain the importance of various sales promotion tactics in marketing communication strategy.

#### **Course content**

##### **RESELLER SUPPORT AND SUPPLEMENTARY COMMUNICATION**

- Reseller as Promotional Source.
- Sales Promotion.

### **Submit Term Paper on Monday.**

### **Week 12**

#### **Objectives**

- Explain the role of product in marketing communication.
- Explain the role of price in marketing communication.
- Explain the role of place in marketing communication.

#### **Course content**

##### **THE ROLE OF OTHER MARKETING MIX VARIABLES IN MARKETING COMMUNICATIONS**

- The role of Product in Marketing Communication.
- The role of Price in Marketing Communication.
- The role of Place Marketing Communication.

### **Week 13**

#### **Objectives**

- Explain the importance of public relations in marketing communication.
- Explain the importance of publicity in marketing communication.

#### **Course content**

- The importance of public relations in marketing communication.
- The importance of publicity in marketing communication.

### **Week 14 : FINAL EXAMINATION**

#### **TEACHING METHODOLOGY**

Lectures

Group discussions

Class presentations

Term paper / Project

Case studies

#### **COURSE TEXT**

Belch, George E., Michael A. *Introduction to Advertising and Promotional Management*. (Homewood Illinois: Irwin Publishers, 1990).

Mark H. McCarmack. *What they Don't Teach at the Harvard Business School*. (London: Harper Collins, 1984).

## READING

Shimp Terence A. *Promotional Management and Marketing Communication*. 2<sup>nd</sup> Ed. (Orland, Florida: Dryden Press, 1993).

## COURSE EVALUATION

	<u>%</u>
Attendance & Participation	10
Assignments	10
Group work & Cases	15
Term Paper / Project	15
Mid Semester exam	20
Final Exam	<u>30</u>
<b>Total</b>	<b>100</b>

## GRADING

90 – 100	A
87 – 89	A-
84 – 86	B+
80 – 83	B
77 – 79	B-
74 – 76	C+
70 – 73	C
67 – 69	C-
64 – 66	D+
62 – 63	D
60 – 61	D-
0 – 59	F

## NOTE:

- **All Assignments and Term Papers must be submitted on time.**
- **There will be no make-up for any assignment or examination.**