

<b>Department:</b>	Faculty of Humanities and Arts
<b>Course Name</b>	Integrated Marketing Communication
<b>Hours per week</b>	3
<b>Number of Credits</b>	3
<b>Course Description</b>	The course uses an integrated approach to study marketing and communication. Special emphasis is placed on its theories, basic concepts, media use, planning procedures and case studies. Students will have a view not only on communications, but also on wider and deeper interdisciplinary scopes such as management, organization, and marketing.