

## MICRO CREDENTIAL COURSE DETAILS

**1. Name of Series**

Stackable Credential (Upskills / Reskills / Development)

**2. Name of Course**

Integrated Marketing Communications Strategy for Tourism Services

**3. Synopsis of Course**

This course focuses on the integrated marketing communications, or IMC, exploring a process-based approach to designing creative communications using a variety of methods and media and finally, examine ways to assess the performance of an IMC campaign.

**4. For Whom?**

- Entrepreneurs
- Working professionals
- Teaching Staff
- Students
- General public

**5. Course Outcomes**

1. Identifying marketing communications objectives
  - To recognize the importance and value of setting specific objectives for advertising and promotion.
  - To understand the role objective play in the IMC planning process and the relationship of promotional objectives to marketing objectives.
  - To know the differences between sales and communications objectives and the issues regarding the use of each.
  - To recognize some problems marketer encounter in setting objectives.
2. Using a process-based approach for planning and designing creative marketing communications
  - To understand the concept of process-based approach.

- To be able to apply process-based approach for planning and designing creative marketing communication.
  - To discuss what is meant by creative marketing communications and examine the role of creative strategy in marketing communications.
3. Selecting the right integrated marketing communications methods and media
    - To examine various marketing communications methods and select the most appropriate method for the campaign.
    - To be familiar with the various characteristic of media.
  4. Determining the success of marketing communication campaigns
    - To understand reasons for measuring marketing communication campaigns effectiveness.
    - To know the various measures used in assessing program effectiveness.
    - To evaluate alternative methods for measuring program effectiveness.

**6. Delivery Mode**

Online Lecture, Online Workshop with discussions, real-life cases and tutorials.

Assessments via quizzes and final project/assignment.

**7. Duration of Course**

4 weeks' course

10 hours total SLT per week

Cumulative learning 40 hours for the total course

**8. Level of Course & Micro credential Credit Value**

Nil/ Certificate Level (one credit)

**9. Course Outline**

Module 1: Identifying marketing communications objectives

- Determining IMC objectives
- Sales VS Communication objectives
- Approach to setting objectives
- Problems in setting objectives

Module 2: Using a process-based approach for planning and designing creative marketing communications

- Understanding the concept of a process-based approach.
- Planning for creative strategy
- The creative process
- Creative strategy development
- Creative tactics

Module 3: Selecting the right integrated marketing communications methods and media

- Media planning
- Establishing media objective
- Developing and implementing media strategies
- TV, Radio, Magazines and Newspapers
- Support media – traditional and nontraditional
- Direct marketing
- Internet and social media

Module 4: Determining the success of marketing communications campaigns

- Conducting research to measure program effectiveness
- The testing process
- Measuring the effectiveness of the various media

**10. Trainer**

Sumathi a/p Paravasivam (TBC)