



BERKELEY CITY COLLEGE (BCC)

2050 Center St., Berkeley, CA 94704; (510) 981-2800; www.berkeleycitycollege.edu

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COLLEGE OF ALAMEDA

BERKELEY CITY COLLEGE



You can learn to successfully create an Integrated Marketing Communications (IMC) plan this fall for the product or service of your choice.

The semester-long class teaches the basics of IMC: advertising, sales promotion, public relations, personal selling and direct marketing, and focuses on the Promotion tool of the Marketing Mix. Class also will examine market segmentation, target marketing and its integration into IMC planning.

The class is designed for:

- Business and business-related majors.
- Communications majors.
- Entrepreneurs.
- People who want to develop an IMC plan for a business or non-profit.
- Managers or employees who want to create an IMC plan for their organization, cause, or department.

Learn the most important elements of Integrated Marketing Communications via product and service case studies that focus on:

- Developing successful IMC plans for products, businesses, or nonprofit organizations.

Create an Integrated Marketing Communications plan for your product or service.

BUS 77, Code # 28323 begins at 6:30 p.m., Thursday, Jan. 25, 2018, at Berkeley City College; class is transferable to CSU.

- How to carefully select and reach target audiences to ensure sales success.
- How IMC relates to product, price and place strategy.
- Use and integration of advertising, sales promotion, public relations, personal selling and direct marketing in IMC planning.

Class: BUS 77, Code # 28323, 3 Units

Time: 6:30-9:20 p.m., Thursdays

Place: Berkeley City College
2050 Center St., Rm. 212
(between Shattuck Ave. & Milvia Sts.), Berkeley

Fee: \$46 per unit for California residents.

Class begins Thursday, January 25, 2018

Register: Online at:
www.peralta.edu or
at Berkeley City College

Phone: (510) 981-2913 for details.

Important Note About This Publication for Students with Disabilities

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The Peralta Community College District