

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Advertising and Integrated Marketing Communications

Course Code: MKT5646

Course Duration: Intensive Teaching Mode / 1 Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to develop and improve students' knowledge and skills on the concepts and practice in the planning, implementation and evaluation of an effective integrated marketing communication campaign.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Apply theoretical frameworks to analyze and solve promotion problems in real life context.			✓	
2.	Analyze the key drivers for successful integrated marketing communication programs. Design feasible and effective integrated marketing communication campaign.				✓
3.	Evaluate promotion effectiveness from the business, regulatory, social & ethical points of view.		✓		
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
Lectures	Students will learn concepts, theories and procedure to design and evaluate an integrated marketing communication program.	✓	✓	✓	
Information Search & Analysis	Students will search and analyse the most updated information on the ever-changing promotion industry.		✓	✓	
Group Work	Students will have substantial understanding of concepts and models on Advertising and Integrated Marketing Communications via participate in different group tasks.	✓	✓	✓	

	Students will have the chance to apply the acquired knowledge in promotion in a real-life.				
Discussion and Sharing	Current issues or cases are assigned for discussion and presentation in class to enhance interaction, stimulate critical thinking and intellectual exchanges.	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: <u>100</u> %					
Group Report and Presentation	✓	✓	✓	45%	This assignment aims to provide students on applying learning experience and cooperation with other people. Students are required to conduct environmental analysis, undertake company analysis and suggest an integrated marketing communications campaign proposal for a real company. At the end of the course, they are required to conduct an oral presentation and submit a written report on the findings and analysis, problems identified and recommended.
Individual Project	✓		✓	35%	This assignment offers opportunity for students to express their opinion, understanding and critical analysis on an issue/topic on integrated marketing communications. The student is required to apply the theoretical models or concepts she/he learned in the course in analyzing the choice issue/topic.
In-class Activities and Discussion	✓		✓	20%	Class discussion exercises are given to assess students' understanding and knowledge of promotion management and integrated marketing communications concepts.
Examination: <u>0</u> % (duration: _____, if applicable)					
				100%	

Regulation of the Course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Group Report and Presentation	1.1 Command of integrated marketing communications knowledge	Excellent command of integrated marketing communications knowledge, with an extensive knowledge base	Good command of integrated marketing communications knowledge	Adequate command of the course content	Marginal command of the subject matter	Not even reaching marginal levels
	1.2 Evidence of original thinking	Strong evidence of original thinking with a high degree of creativity	Evidence of original thinking with a certain degree of creativity	A certain degree of original thinking	Marginal degree of original thinking	Not even reaching marginal levels
	1.3 Capacity to analyze various issues	Excellent capacity to analyze various issues and to apply course content to real business problem	Good capacity to analyze various issues and to apply course content to real business problem	Fair capacity to understand and to analyze some major issues	Marginal understanding of issues	Not even reaching marginal levels
	1.4 Ability to communicate and present information	Excellent ability to communicate and present information effectively	Good ability to communicate and present information effectively	Acceptable ability to communicate and present information	Marginal ability to communicate	Not even reaching marginal levels
	1.5 Contribute to team work proactively	Enthusiastic, contribute to team work proactively. Have significant contribution.	Contribute to team work proactively	Contribute to team work proactively	Very passive in group work	Not even reaching marginal levels
2. Individual Project	2.1 Command of integrated marketing Communications knowledge	Excellent command of integrated marketing communications knowledge, with an extensive knowledge base	Good command of Integrated marketing communications knowledge	Adequate command of the course content	Marginal familiar with the subject matter	Not even reaching marginal levels
	2.2 Capacity to analyze issues	Excellent capacity to analyze various issues and	Good capacity to analyze various	Fair capacity to understand and to	Marginal understanding of	Not even reaching

		to apply course content to real business problem	issues and to apply course content to real business problem	analyze some major issues	issues	marginal levels
	2.3 Elaborate ideas	Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings	Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples	Elaborate their ideas reasonably and justify their opinions with some real-life examples	Provide little elaborations of their ideas and illustrate their thoughts with few examples	Not even reaching marginal levels
	2.4 Evidence of original thinking	Strong evidence of original thinking	Evidence of original thinking	A certain degree of original thinking	Marginal degree of original thinking	Not even reaching marginal levels
3. In-class Activities and Discussion	3.1 Show command on the concepts and theories taught	Show excellent command on the concepts and theories taught	Show good command on the concepts and theories taught	Show adequate command on the concepts and theories taught	Show marginal command on the concepts and theories taught	Not even reaching marginal levels
	3.2 Preparation for class activities with required materials	Excellent preparation for class activities with required materials	Good preparation for class activities with required materials	Adequate preparation for class activities with required materials	Low preparation for class activities with required materials	Not even reaching marginal levels
	3.3 Contributions to class discussion	Excellent contributions to class discussion by offering insightful ideas and asking questions	Keen to answer questions and offer feasible suggestion	Answer question when prompted	Passive in class discussion	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Group Report and Presentation	1.1 Command of integrated marketing communications knowledge	Excellent command of integrated marketing communications knowledge, with an extensive knowledge base	Good command of integrated marketing communications knowledge	Marginal command of the subject matter	Not even reaching marginal levels
	1.2 Evidence of original thinking	Strong evidence of original thinking with a high degree of creativity	Evidence of original thinking with a certain degree of creativity	Marginal degree of original thinking	Not even reaching marginal levels
	1.3 Capacity to analyze various issues	Excellent capacity to analyze various issues and to apply course content to real business problem	Good capacity to analyze various issues and to apply course content to real business problem	Marginal understanding of issues	Not even reaching marginal levels
	1.4 Ability to communicate and present information	Excellent ability to communicate and present information effectively	Good ability to communicate and present information effectively	Marginal ability to communicate	Not even reaching marginal levels
	1.5 Contribute to team work proactively	Enthusiastic, contribute to team work proactively. Have significant contribution.	Contribute to team work proactively	Very passive in group work	Not even reaching marginal levels
2. Individual Project	2.1 Command of integrated marketing Communications knowledge	Excellent command of integrated marketing communications knowledge, with an extensive knowledge base	Good command of Integrated marketing communications knowledge	Marginal familiar with the subject matter	Not even reaching marginal levels
	2.2 Capacity to analyze issues	Excellent capacity to analyze various issues and to apply course content to real business problem	Good capacity to analyze various issues and to apply course content to real business problem	Marginal understanding of issues	Not even reaching marginal levels

	2.3 Elaborate ideas	Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings	Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples	Provide little elaborations of their ideas and illustrate their thoughts with few examples	Not even reaching marginal levels
	2.4 Evidence of original thinking	Strong evidence of original thinking	Evidence of original thinking	Marginal degree of original thinking	Not even reaching marginal levels
3. In-class Activities and Discussion	3.1 Show command on the concepts and theories taught	Show excellent command on the concepts and theories taught	Show good command on the concepts and theories taught	Show marginal command on the concepts and theories taught	Not even reaching marginal levels
	3.2 Preparation for class activities with required materials	Excellent preparation for class activities with required materials	Good preparation for class activities with required materials	Low preparation for class activities with required materials	Not even reaching marginal levels
	3.3 Contributions to class discussion	Excellent contributions to class discussion by offering insightful ideas and asking questions	Keen to answer questions and offer feasible suggestion	Passive in class discussion	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Integrated marketing communications, Campaign, Cultural influence, Promotion effectiveness, Social & ethical dimension, Theoretical framework in promotion, Brand equity

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Terence A. Shimp J. Craig Andrews, “Advertising, Promotion and Other Aspects of Integrated Marketing Communications”, International Edition, Western Cengage Learning, 9th Edition , 2013.
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	G.Belch & M.Blech, “Advertising & Promotion: An Integrated Marketing Communication Perspective”, McGraw Hill. 10 th ed., New York.
2.	David Ogilvy “Confessions of an Advertising Man”, Southbank Publishing, 2004.
3.	Aaker, D. A. “Building Strong Brands”, London : Simon & Schuster UK Ltd. 1996.
4.	Mueller, B., “Dynamics of International Advertising: Theoretical and Practical Perspectives”, Lang, Peter Publishing, Incorporated, 2nd Edition, 2011.
5.	Mario Pricken. “Creative Advertising”, Thames & Hudson, 2nd edition, 2008.
6.	Chin D.W., Shen C.L. & Li Y.C., “Brand 9 : Creativity for the World’s 9 most Successful Brands”, Rock Rolling Culture Company Ltd. 1997 (in Chinese).
7.	Gavin Lucas. “Guerrilla Advertising: Unconventional Brand Communication” , Laurence King Publishers, 2006.