

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2018/19**

Part I Course Overview

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|--|---|
| Course Title: | <u>Integrated Marketing Communication</u> |
| Course Code: | <u>FB6852P</u> |
| Course Duration: | <u>Intensive mode: 4 days</u> |
| Credit Units: | <u>2</u> |
| Level: | <u>P6</u> |
| Medium of Instruction: | <u>Putonghua</u> |
| Medium of Assessment: | <u>Chinese</u> |
| Prerequisites: <i>(Course Code and Title)</i> | <u>Nil</u> |
| Precursors: <i>(Course Code and Title)</i> | <u>Nil</u> |
| Equivalent Courses: <i>(Course Code and Title)</i> | <u>Nil</u> |
| Exclusive Courses: <i>(Course Code and Title)</i> | <u>Nil</u> |

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 | 30% | X | X | |
| 2. | Analyze the key drivers for successful integrated marketing communication programs; Develop an effective integrated marketing communication campaign | 50% | | X | X |
| 3. | Observe the business world from a professional perspective; Evaluate promotion effectiveness from the business, regulatory, social and ethical points of view | 20% | X | | X |
| | | 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 self-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. Teaching and Learning Activities (TLAs)

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

| TLA | Brief Description | CILO No. | | | | | | Hours/week (if applicable) |
|---------------------------------|---|----------|---|---|---|--|--|-------------------------------|
| | | 1 | 2 | 3 | 4 | | | |
| Seminar | Sessions to cover techniques, theories and procedures for analyzing and developing an integrated marketing communication program. | X | | X | | | | |
| Information search and analysis | Students are required to search and analyze the latest information about the ever-changing promotion industry and innovative campaigns. | X | X | | | | | |
| Group work | Students work in teams on assigned tasks to learn and practice what is taught in a collective learning process. | | X | X | | | | |

4. Assessment Tasks/Activities (ATs)

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

AT1: Class participation (10%)

Student’s performance is assessed based on their participation in class activities.

AT2: Individual Performance (25%)

Student’s competence in using the course knowledge to solve real-world problems is assessed based on their performance in class discussion.

AT3: Group Project (40%)

Students in small teams work on a project, and each team submits a written project report and makes a in-class presentation. Peer evaluation is conducted to ensure that each team member contributes equally in time, idea, work and collaboration.

AT4: Individual Project (25%)

Students each complete a promotion-related project independently to demonstrate their learning outcomes.

| Assessment Tasks/Activities | CILO No. | | | | | | Weighting | Remarks |
|--|----------|---|---|---|--|--|-----------|---------|
| | 1 | 2 | 3 | 4 | | | | |
| Continuous Assessment: <u>100</u> % | | | | | | | | |
| Class participation | X | | X | | | | | |
| Individual Performance | X | X | | | | | | |
| Group Project | | X | X | | | | | |
| Individual Project | X | | X | | | | | |
| Examination: <u>0</u> % (duration: _____, if applicable) | | | | | | | 100% | |

5. Assessment Rubrics

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

| Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|---------------------------|---|--|--|---|---|---|
| 1. Class participation | Class attendance and participation in class activities. | 1. Attend all classes on time and stay during the class; 2. Active participation in class activities. | 1. Attend most classes on time and stay during the class; 2. Active participation in class activities. | 1. Attend most classes on time and stay during the class; 2. Adequate Participation in class activities. | 1. Attend some class on time and stay during the class; 2. Marginal Participation in class activities. | 1. Attend some classes but not stay during the class; 2. Little participation in class activities. |
| 2. Individual Performance | Read assigned articles prior to class; ask and answer quality questions in discussion. | 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base; 2. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives; 3. Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings. | 1. Good command of integrated marketing communications knowledge; 2. Demonstrate a good capacity for analyzing the issues critically; 3. Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples. | 1. Adequate command of the course content; 2. Demonstrate an adequate capacity for analyzing the issues; 3. Elaborate their ideas reasonably and justify their opinions with some real-life examples. | 1. Marginally familiar with the subject matter; 2. Demonstrate limited capacity for analyzing the issues; 3. Provide limited elaborations of their ideas and illustrate their thoughts with few examples. | 1. Not familiar with the subject matter; 2. Demonstrate little capacity for analyzing the issues; 3. Provide little elaborations of their ideas and illustrate their thoughts with no examples. |
| 3. Group Project | Relevant, important and innovative topic; solid research and quality analysis; attractive presentation. | 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base; 2. Strong evidence of original thinking with a high degree of creativity; 3. Excellent capacity to analyze various issues and to apply course content to real business problem; | 1. Good command of integrated marketing communications knowledge; 2. Evidence of original thinking with a certain degree of creativity; 3. Good capacity to analyze various issues and to apply course content to real business problem; | 1. Adequate command of the course content; 2. A certain degree of original thinking; 3. Fair capacity to understand and to analyze some major issues; | 1. Marginal command of the subject matter; 2. Marginal degree of original thinking; 3. Marginal understanding of issues; | 1. Little command of the subject matter; 2. Low degree of original thinking; 3. Little understanding of issues; |

| | | | | | | |
|-----------------------|--|--|---|--|--|---|
| | | <p>4. Excellent ability to communicate and present information effectively;</p> <p>5. Enthusiastic, contribute to teamwork proactively. Have significant contribution.</p> | <p>4. Good ability to communicate and present information effectively;</p> <p>5. Contribute to teamwork proactively.</p> | <p>4. Acceptable ability to communicate and present information;</p> <p>5. Contribute to teamwork proactively.</p> | <p>4. Marginal ability to communicate;</p> <p>5. Passive in teamwork.</p> | <p>4. Little ability to communicate;</p> <p>5. Very passive in teamwork</p> |
| 4. Individual Project | In-depth research and analysis; strategic, innovative and realistic planning; and clear writing with adequate visuals. | <p>1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base;</p> <p>2. Strong evidence of original thinking;</p> <p>3. Excellent capacity to analyze various issues and to apply course content to real business problem.</p> | <p>1. Good command of integrated marketing communications knowledge;</p> <p>2. Evidence of original thinking;</p> <p>3. Good capacity to analyze various issues and to apply course content to real business problem.</p> | <p>1. Adequate command of the course content;</p> <p>2. A certain degree of original thinking;</p> <p>3. Fair capacity to understand and to analyze some major issues.</p> | <p>1. Familiarity with the subject matter;</p> <p>2. Marginal degree of original thinking;</p> <p>3. Marginal understanding of issues.</p> | <p>1. Little familiarity with the subject matter;</p> <p>2. Little degree of original thinking;</p> <p>3. Little understanding of issues.</p> |

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, Marketing Campaign, Theoretical Frameworks in Promotion, Promotion Effectiveness, Brand Equity, Cultural Influence, Social and Ethical Dimensions

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.)

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|-----|---|
| 1. | Don Schultz and Heidi Schultz, IMC The Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marking, Chinese Translation, 2014, Tsinghua Press. |
| 2. | |
| 3. | |
| ... | |

2.2 Additional Readings

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

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| 1. | Selected journal and magazine articles by the instructor |
| 2. | |
| 3. | |
| ... | |