

City University of Hong Kong
Course Syllabus

offered by College of Business
with effect from Semester B 2020/21 (Retroactive)

Part I Course Overview

Course Title: Integrated Marketing Communications

Course Code: FB5646

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) MKT5646 Integrated Marketing Communications

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 strategy.

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 strategies | | | | ✓ |
| 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 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 | |
| Seminar | Techniques, theories & procedure to analyse and design an integrated marketing communication program will be covered in a seminar format. | ✓ | ✓ | ✓ | |
| Information Search & Analysis | Students are required to search and analyse the most updated information on the ever-changing promotion industry. | | ✓ | ✓ | |
| Group Work | Students will work in small groups on assigned tasks hoping that they will learn more of what is taught through the collective learning process. | ✓ | ✓ | ✓ | |
| Problem Based Discussion and Sharing | To enhance learning and interaction, current issues or cases are assigned for discussion and presentation in the seminar. | ✓ | | ✓ | |

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: 100 % | | | | | |
| 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. |
| Group Written Report | ✓ | ✓ | ✓ | 35% | 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. |
| Final Group Presentation | ✓ | ✓ | ✓ | 30% | 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 | ✓ | | ✓ | 15% | 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. |
| Examination: ____ % (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. In-class Activities and Discussion | 1.1 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 |
| | 1.2 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 |
| | 1.3 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 |
| 2. Group Written Report | 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 command of the subject matter | Not even reaching marginal levels |
| | 2.2 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 |
| | 2.3 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 |

| | | | | | | |
|-----------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------|
| 3. Final Group Presentation | 3.1 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 |
| | 3.2 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 |
| 4. Individual Project | 4.1 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 |
| | 4.2 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 | Fair capacity to understand and to analyze some major issues | Marginal understanding of issues | Not even reaching marginal levels |
| | 4.3 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 |
| | 4.4 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 |

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.)

IMC strategies, The role of IMC in the marketing process, IMC and consumer behaviour, The communication process, brand management and customer experience design, Traditional marketing communications, Non-traditional marketing communications and digital marketing, Global IMC.

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. | 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.)

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| 1. | G.Belch & M.Blech, “Advertising & Promotion: An Integrated Marketing Communication Perspective”, McGraw Hill. 10 th ed., New York. |
| 2. | Mueller, B., “Dynamics of International Advertising: Theoretical and Practical Perspectives”, Lang, Peter Publishing, Incorporated, 2nd Edition, 2011 |
| 3. | Mario Pricken. “Creative Advertising”, Thames & Hudson, 2nd edition, 2008 |
| 4. | Gavin Lucas. “Guerrilla Advertising: Unconventional Brand Communication” , Laurence King Publishers, 2006. |
| 5. | David Ogilvy “Confessions of an Advertising Man”, Southbank Publishing, 2004. |
| 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. | Aaker, D. A. “Building Strong Brands”, London : Simon & Schuster UK Ltd. 1996 |