COM3408: INTEGRATED STRATEGIC COMMUNICATION

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Integrated Strategic Communication

Subject Code
COM - Media and Communication
Course Number
3408

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
Other Languages

Other Languages for Medium of Instruction
English [For practicum component: English and Chinese]

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
EN4506 Integrated Strategic Communication

Exclusive Courses
Nil

Part II Course Details

Abstract

This course aims to train students on the practical strategies and tactics of integrated strategic communication by examining and applying major communication concepts to the planning, designing, and executing of effective communication campaigns. It aims to enable the students to cope with the ongoing marketization of communication industries and to become forward-thinking professionals. Integrated strategic communication: interpersonal communication; communicative competence; organizational and audience awareness; audience interaction and principles and application of good business practices.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover and analyze strong and weak strategic communication skill applied in a campaign		x		
2	Analyze and compare the effectiveness of the communication messages using real-life campaigns or case studies		x	x	
3	Create innovative strategic campaign that is up to professional standards		x	x	x
4	Discover and evaluate the role and value of sales promotion, advertising and PR models		x		

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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Discover and analyze the literature and case studies	4	Throughout the class
2	Assignment	Discover and analyze concepts and practices in relation to HK	1, 2, 4	Throughout the class
3	Project	Create innovative strategic campaigns matching with professional standards	1, 2, 3, 4	Throughout the class
4	Lectures and exercises	Analyzing and evaluating the concepts, theories and practices covered in the lectures	2, 3, 4	Throughout the class

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Case sharing: Analyze a real case study using the theory discussed.	2, 3, 4	30	
2	Final Group project: Create an innovated communication campaign of an existing brand.	2, 3, 4	50	
3	Exercise: Assess students' ability to analyze the theories and concepts learned during the lectures.	1, 2, 3, 4	20	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

Analyze and share current case

Criterion

Ability to analyse and critique an existing case

Excellent (A+, A, A-)

Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

Good (B+, B, B-)

Work involved adequate analyses, clear/logical arguments, and good presentation.

Fair (C+, C, C-)

Work involved acceptable analyses, and clear presentation.

Marginal (D)

Work involved clear presentation

Failure (F)

Work that has no logic or unclear.

Assessment Task

Create innovative communication campaign final project

Criterion

Ability to produce an innovative communication campaign

Excellent (A+, A, A-)

Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Good (B+, B, B-)

Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Fair (C+, C, C-)

Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

Marginal (D)

Work involved, original thoughts, clear/logical arguments, and good presentation.

Failure (F)

Work that has no logic or unclear.

Assessment Task

Assess the learning ability via class exercise

Criterion

Assess the ability of the students to apply the skills learnt via class exercise

Excellent (A+, A, A-)

Work that demonstrates full understanding of the concepts and theories covered in the class.

Good (B+, B, B-)

Work that demonstrates good understanding of the concepts and theories covered in the class

Fair (C+, C, C-)

Work that demonstrates adequate understanding of the concepts and theories covered in the class.

Marginal (D)

Work that demonstrates minimal understanding of the concepts and theories covered in the class.

Failure (F)

Work that demonstrates little understanding of the concepts and theories covered in the class.

Part III Other Information

Keyword Syllabus

Emotion in advertising; Shock advertising; Strong and weak theories of advertising; Media planning and scheduling; Value of sales promotions; Crisis management; Types of sponsorships; Product placement.

Reading List

Compulsory Readings

	Title
1	Integrated Advertising, Promotion and Marketing Communications, Clow, K., and Baack, D., 6th Edition, ISBN: 9780133131017

Additional Readings

	Title
1	Kleppner's Advertising Procedure, Lane, King & Russell, 17th International edition, ISBN: 0135126479 Principles of Marketing, Kotler, P. and Armstrong, G., 12th edition