

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2017/18**

Part I Course Overview

Course Title:	Integrated Strategic Communication
Course Code:	COM3408
Course Duration:	One semester
Credit Units:	3
Level:	B3
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	English [For practicum component: English and Chinese]
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	None
Precursors: <i>(Course Code and Title)</i>	None
Equivalent Courses: <i>(Course Code and Title)</i>	EN4506 Integrated Strategic Communication
Exclusive Courses: <i>(Course Code and Title)</i>	None

Part II Course Details

1. Abstract

(A 150-word description about the course)

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.

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.	Discover and analyze strong and weak strategic communication theories of		√		
2.	Analyze and compare the effectiveness of the communication messages using real-life campaigns or case studies		√	√	
3.	Create innovative strategic campaign that is up to professional standards		√	√	√
4.	Discover and evaluate the role and value of sales promotion, advertising and PR models		√		

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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	
Lectures	Discover and analyze the literature and case studies				✓	Throughout the class
Assignment	Discover and analyze concepts and practices in relation to HK	✓	✓		✓	Throughout the class
Project	Create innovative strategic campaigns matching with professional standards	✓	✓	✓	✓	Throughout the class
Lectures and exercises	Analyzing and evaluating the concepts, theories and practices covered in the lectures		✓	✓	✓	Throughout the class

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	4		
Continuous Assessment: <u>60</u> %						
Case sharing: Analyze a real case study using the theory discussed		✓	✓	✓	20%	
Final Group project: Create an innovated communication campaign of an existing brand.		✓	✓	✓	40%	
Final examination: Assess students' ability to analyze the theories and concepts learned during the lectures.	✓	✓	✓	✓	40%	
Examination: <u>40</u> % (duration: 2 hours , if applicable)						

* The weightings should add up to 100%.

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. Analyze and critique current communication campaign	Ability to analyse a communication campaign in terms of the structure, tagline, message, delivery channels	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Create innovative communication campaign final project	Ability to produce an innovative communication campaign	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Assess the learning ability via examination	Assess the ability of the students to discover and apply the skills learnt via examination	High	Significant	Moderate	Basic	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.)

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.

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.)

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

2.2 Additional Readings

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

Kleppner's Advertising Procedure, Lane, King & Russell, 17th International edition, ISBN: 0135126479

Principles of Marketing, Kotler, P. and Armstrong, G., 12th edition