

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A 2017/18

Part I Course Overview

Course Title: Advertising Management and Integrated Marketing Communications

Course Code: MKT4625

Course Duration: One Semester

Credit Units: 3

Level: B4

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: CB 2601 Marketing
(*Course Code and Title*) MKT 2681 Introduction to Marketing

Precursors: Nil
(*Course Code and Title*) Nil

Equivalent Courses: Nil
(*Course Code and Title*) Nil

Exclusive Courses: Nil
(*Course Code and Title*) Nil

Part II Course Details

1. Abstract

This course aims to motivate students to learn, design effective promotion plan and enhance students' professional competence for the advertising industry.

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.	Identifying the theoretical and behavioral fundamental of advertising and promotion management			✓	
2.	Differentiating and integrating advertising with other promotion tools			✓	
3.	Evaluating promotional practices critically		✓		
4.	Formulating effective advertising/ promotion program for achieving specific promotional objectives				✓
5.	Appraising advertising creativity		✓		
6.	Applying creative ideas on promotion program				✓
		100%			

* 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	5	6	
Seminar	The module will be conducted in a seminar format. Much interaction and sharing are the main characteristics of the class meeting. Knowledge of methods by which a business organization communicates with its market will be covered.	✓	✓	✓	✓	✓	✓	
Group Project Work	To develop students' skills to work with others, students are required to co-operate and participate in different group project work.	✓	✓	✓	✓	✓	✓	
In-class Activities	Various in-class activities have been utilized to enhance the learning interests of students and stimulate their critical thinking. Examples are debates, games, and role play, media workshop, etc.	✓	✓	✓	✓	✓	✓	

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	5	6		
Continuous Assessment: 100%								
Group Project	✓	✓	✓	✓	✓	✓	45%	
Creative Assignment	✓	✓	✓	✓	✓	✓	25%	
Mid-term Test	✓	✓	✓	✓	✓	✓	25%	
In-class Activities Participation	✓	✓	✓	✓	✓	✓	5%	
Examination: 0% (duration: , if applicable)								
							100%	

* The weightings should add up to 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. Group Project	1.1 Have a grasp of all aspects of advertising management & integrated marketing communications	Have excellent grasp of all aspects of advertising management & integrated marketing communications, with a substantial understanding of each topic.	Have a good grasp of the major aspects of advertising management & integrated marketing communications, with a sufficient understanding of each topic.	Have a good grasp of several principles of advertising management & integrated marketing communications and with a fair understanding of each topic.	Have a good grasp of a few principles of advertising management & integrated marketing communications and with little understanding of each topic.	Not even reaching marginal levels
	1.2 Exhibit ability to identify the current and potential applications of management & integrated marketing communications principles in the business settings.	Exhibit a superior ability to identify the current and potential applications of management & integrated marketing communications principles in the business settings.	Exhibit a strong ability to identify the current and potential applications of management & integrated marketing communications principles in the business settings.	Exhibit the ability to identify prominent applications of management & integrated marketing communications principles in the business settings.	Exhibit the ability to identify a few applications of management & integrated marketing communications principles in the business settings.	Not even reaching marginal levels
	1.3 Devise business solutions	Devise effective business solutions which are highly coherent with the entire marketing process.	Devise feasible business solutions which are coherent with the marketing process.	Devise acceptable business solutions with reference to the marketing process.	Devise partial business solutions with reference to the marketing process.	Not even reaching marginal levels
	1.4 Demonstrate language skills in compiling the written report and presenting the project findings	Demonstrate excellent language skills in compiling the written report and presenting the project findings professionally.	Demonstrate good language skills in compiling the written report and presenting the project findings effectively.	Demonstrate fair language skills in compiling the written report and presenting the project findings.	Demonstrate a marginal level of language proficiency in compiling the written report and presenting the project findings.	Not even reaching marginal levels

	1.5 Collaborate with other classmates	Collaborate with other classmates productively and have significant contributions to the group.	Collaborate with other classmates effectively and contribute to the group actively.	Contribute to the group work reactively.	Passive in the group work.	Not even reaching marginal levels
2. Individual Assignment	2.1 Have grasp of advertising creativity	Have excellent grasp of all aspects of advertising creativity	Have good grasp of the major aspects of advertising creativity	Have a good grasp of several principles of advertising creativity	Have a good grasp of a few principles of advertising creativity	Not even reaching marginal levels
	2.2 Demonstration of creativity	Excellent Creativity and strong demonstration of originality	Good Demonstration of original thinking and creativity	A certain degree of original thinking;	Low creativity	Not even reaching marginal levels
3. Mid-term Test	3.1 Exhibit understanding of the issues covered in the entire course.	Exhibit a substantial understanding of the issues covered in the entire course.	Exhibit a good understanding of the issues covered in the entire course.	Exhibit a fair understanding of the issues covered in the entire course.	Exhibit little understanding of the issues covered in the entire course.	Not even reaching marginal levels
	3.2 Demonstrate capacity for analyzing the issues	Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives.	Demonstrate a good capacity for analyzing the issues critically.	Demonstrate an adequate capacity for analyzing the issues.	Demonstrate a limited capacity for analyzing the issues.	Not even reaching marginal levels
	3.3 Elaborate ideas and justify opinions	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. In-class Activities Participation	4.1 Show excellent 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

	4.2 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
	4.3 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

Part III Other Information

1. Keyword Syllabus

Advertising, Integrated promotional tools, Big idea, Standardization vs localization, Public Relation, Judging Advertising Creativity, Communication Theories, Media

2. Reading List

2.1 Compulsory Readings

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

2.2 Additional Readings

1. G.Belch & M.Blech, “Advertising & Promotion: An Integrated Marketing Communication Perspective”, McGraw Hill. 10 th ed., New York.
2. Arens, Schaefer & Weigold, “Advertising”. McGraw Hill. 2012
3. T. Griffin, T. Yeshin “International Marketing Communications”, The Chartered Institute of Marketing Series, Butterworth Heinemann.