

COM3408: INTEGRATED STRATEGIC COMMUNICATION

Effective Term

Semester A 2024/25

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 DEC-A1 DEC-A2 DEC-A3 app.)			
1	Describe and analyze strong and weak strategic communication skill applied in a campaign		x		
2	Discuss and compare the effectiveness of the communication messages using real-life campaigns or case studies		x	x	
3	Design and apply 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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Student will discuss and analyze the literature and case studies	4	Throughout the class
2	Assignment	Student will engage in applying concepts and practices in relation to HK	1, 2, 4	Throughout the class
3	Project	Student will participate in designing innovative strategic campaigns matching with professional standards	1, 2, 3, 4	Throughout the class

4	Lectures and exercises	Student will engage in evaluating the concepts, theories and practices covered in the lectures	2, 3, 4	Throughout the class
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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., 9th Edition, ISBN: 9780137344345

Additional Readings

Title	
1	Kleppner's Advertising Procedure, Lane, King & Russell, 18th edition, ISBN: 9780136110828 Principles of Marketing, Kotler, P. and Armstrong, G., 18th edition ISBN: 9781292341132