

City University of Hong Kong

Information on a Course offered by Department of Media and Communication with effect from Semester A in 2014 / 2015

Part I

Course Title:	Integrated Marketing Communication
Course Code:	COM5106
Course Duration:	1 semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Prerequisites:	Nil
Precursors:	Nil
Equivalent Courses:	Nil
Exclusive Courses:	Nil

Part II

Course Aims:

This course aims to enhance students' knowledge base with theories and practice in Integrated Marketing Communication (IMC) in international and local contexts, including the Greater China region. It covers basic concepts of IMC; classic and latest theories in IMC; introduction of the latest topics in the IMC industry; IMC case studies; and integration of theories and practice in Chinese-based contexts. Eventually, students will become knowledgeable in the IMC theories; apply concepts into practice, analyze real cases from an IMC perspective, develop IMC plans and present them in a professional manner, and integrate new media in the learning process and deliverables.

Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting (if applicable)
1.	Examine the principles and theories of integrated marketing communication	40%
2.	Analyze the effectiveness of real-life campaigns or case studies	20%
3.	Apply theories into practice by developing IMC campaigns	40%

Teaching and learning Activities (TLAs)

(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No	TLAs	Hours/week (if applicable)
1, 2, 3	Critically discuss topics such as branding strategy, persuasion in IMC, consumer behaviour, advertising, message appeals, public relations, sales promotion, and others through examining the related theories and working on case studies	1.5 (for 12 weeks)
1, 3	Actively generate creative solutions for specified communication issues through individual, paired and group activities in class and out of class	1.5 (for 12 weeks)
1, 3	Develop IMC campaigns with a range of media applications	

Assessment Tasks/Activities

(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
1, 2	Case Study: Critique and presentation	30%	
1, 2, 3	IMC Campaign: Task 1: Proposal Task 2: Execution Task 3: Presentation	30% 20% 10%	
1, 2, 3	Attendance and participation	10%	

Grading of Student Achievement: Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-....F). The overall grade is based on student’s overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

More specific grading criteria for selected assessment tasks/activities are as follows:

Case Study:

- Quality of analysis
- Data collection
- Organization
- Presentation style and skills

IMC Campaign:

- Creativity
- Originality
- Organization
- Visual presentation

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of creative and original thinking, excellent ability in organizing and applying principles and skills in integrated marketing communication, as demonstrated in the design, planning, execution and presentation of marketing-related case study and campaign (with a total score of 90-100 weighted points).
B+ B B-	3.3 3.0 2.7	Good:	Good evidence of creative and original thinking, strong ability in organizing and applying principles and skills in integrated marketing communication, as demonstrated in the design, planning, execution and presentation of marketing-related case study and campaign (with a total score of 80-89 weighted points).

C+ C C-	2.3 2.0 1.7	Adequate:	Sufficient evidence of creative and original thinking, fairly strong ability in organizing and applying principles and skills in integrated marketing communication, as demonstrated in the design, planning, execution and presentation of marketing-related case study and campaign (with a total score of 70-79 weighted points).
D	1.0	Marginal:	Slight evidence of creative and original thinking, weak evidence of ability in organizing and applying principles and skills in integrated marketing communication, as demonstrated in the design, planning, execution and presentation of marketing-related case study and campaign (with a total score of 60-69 weighted points).
F	0.0	Failure:	No evidence of creative and original thinking, very weak ability in organizing and applying principles and skills in integrated marketing communication, as demonstrated in the design, planning, execution and presentation of marketing-related case study and campaign (with a total score of 59 or lower weighted points).

Part III

Keyword Syllabus:

Integrated marketing communication, Campaign planning strategy, Branding strategy, Persuasion in IMC, Consumer behaviour, Advertising, Creative advertising strategies, Analysis of advertising media, Message appeals, Public relations, Sales promotion communication, Personal selling and direct marketing, Marketing in the digital age, IMC campaign management, Consumer relationship management

Recommended Readings

Text

Arens, W. F., M. F. Weigold., & C. Arens (2011). *Contemporary Advertising & Integrated Marketing Communications* (13th edition). McGraw-Hill

Further references / online resources

Armstrong, G., & Kotler, P. (2005). *Marketing: An Introduction* (7th ed.). New Jersey: Pearson/Prentice Hall.

Belch, G. E., & M. A. Belch (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (7th ed.). Boston, Mass.: McGraw-Hill/Irwin.

Blackwell, R. D., P. W. Miniard, & J. F. Engel (2006). *Consumer Behavior* (10th ed.). Mason, OH: Thomson/South-Western.

Kotler, P., G. Armstrong, S. H. Ang, S. M. Leong, C. T. Tan, & D. K. Tse (2005). *Principles of Marketing: An Asian Perspective*. Singapore: Pearson/Prentice Hall.

Solomon, M. R. (2007). *Consumer Behavior: Buying, Having, and Being* (7th ed.). New Jersey: Pearson/Prentice Hall.

Shimp, T. A. (2007). *Integrated Marketing Communications in Advertising and Promotion* (7th ed.). Mason, OH: Thomson/South-Western.