City University of Hong Kong
Course Syllabus

offered by Department of Media and Communication
with effect from Semester A 2016/17

Part I Course Overview

Course Title:	Integrated Marketing Communication
Course Code:	COM5106
Course Duration:	One Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: *(Course Code and Title)*	Nil
Precursors: *(Course Code and Title)*	Nil
Equivalent Courses: *(Course Code and Title)*	Nil
Exclusive Courses: *(Course Code and Title)*	Nil

Part II Course Details

1. Abstract

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.

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 the principles and theories of integrated marketing communication		√		
2.	Analyze the effectiveness of real-life campaigns or case studies		√	√	
3.	Create innovative IMC campaign that is up to professional standards		√	√	√
		100%			

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	Examine 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)
Exercises	Analyze communication issues through individual, paired and group activities in class and out of class	✓	✓			1.5 (for 12 weeks)
Project	Create innovative IMC campaigns with a range of media applications	✓	✓	✓	✓	

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: 100%						
Analyze and critique current IMC campaign	✓	✓			30%	
Create innovative IMC campaign	✓	✓	✓	✓	70%	
	Examination: NA					
					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-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
1. Analyze and critique current IMC campaign	Ability to analyse an IMC campaign in terms of the structure, tagline, message, delivery channels	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Create innovative IMC campaign final project	Ability to produce an innovative IMC campaign	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.)

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

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.)

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

2.2 Additional Readings

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

1.	Armstrong, G., & Kotler, P. (2005). *Marketing: An Introduction* (7th ed.). New Jersey: Pearson/Prentice Hall.
2.	Belch, G. E., & M. A. Belch (2007). Advertising and Promotion: An Integrated Marketing Communications Perspective (7th ed.). Boston, Mass.: McGraw-Hill/Irwin.
3.	Blackwell, R. D., P. W. Miniard, & J. F. Engel (2006). Consumer Behavior (10th ed.). Mason, OH: Thomson/South-Western.
4.	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.
5.	Solomon, M. R. (2007). Consumer Behavior: Buying, Having, and Being (7th ed.). New Jersey: Pearson/Prentice Hall.
6.	Shimp, T. A. (2007). Integrated Marketing Communications in Advertising and Promotion (7th ed.). Mason, OH: Thomson/South-Western.