

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Semester A 2022/23**

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**Part I      Course Overview**

**Course Title:**                      Advertising and Integrated Marketing Communications

**Course Code:**                      MKT5646

**Course Duration:**                  Intensive Teaching Mode / 1 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 develop and improve students' knowledge and skills on the concepts and practice in the planning, implementation and evaluation of an effective integrated marketing communication campaign.

### 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<br>(if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) |    |    |
|-----|---|------------------------------|---|----|----|
|     |   |                              | A1  | A2 | A3 |
| 1.  | Apply theoretical frameworks to analyze and solve promotion problems in real life context   |                              |   | ✓  |    |
| 2.  | Analyze the key drivers for successful integrated marketing communication programs. Design feasible and effective integrated marketing communication campaign |                              |   |    | ✓  |
| 3.  | Evaluate promotion effectiveness from the business, regulatory, social & ethical points of view   |                              | ✓   |    |    |
|     |   | 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 |                            |
| Seminar                              | Techniques, theories & procedure to analyse and design an integrated marketing communication program will be covered in a seminar format.  | ✓        | ✓ | ✓ |                            |
| Information Search & Analysis        | Students are required to search and analyse the most updated information on the ever-changing promotion industry.                          |          | ✓ | ✓ |                            |
| Group Work                           | Students will work in groups on assigned tasks hoping that they will learn more of what is taught through the collective learning process. | ✓        | ✓ | ✓ |                            |
| Problem Based Discussion and Sharing | To enhance learning and interaction, current issues or cases are assigned for discussion and presentation in the seminar.                  | ✓        |   | ✓ |                            |

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment<br>Tasks/Activities               | CILO No. |   |   | Weighting | Remarks   |
|--|----------|---|---|-----------|---|
|  | 1        | 2 | 3 |           |   |
| Continuous Assessment: 100 %                 |          |   |   |           |   |
| Group Report and<br>Presentation             | ✓        | ✓ | ✓ | 45%       | This assignment aims to provide students on applying learning experience and cooperation with other people.<br>Students are required to conduct environmental analysis, undertake company analysis and suggest an integrated marketing communications campaign proposal for a real company.<br>At the end of the course, they are required to conduct an oral presentation and submit a written report on the findings and analysis, problems identified and recommended. |
| Individual Project                           | ✓        |   | ✓ | 35%       | This assignment offers opportunity for students to express their opinion, understanding and critical analysis on an issue/topic on integrated marketing communications.<br>The student is required to apply the theoretical models or concepts she/he learned in the course in analyzing the choice issue/topic.  |
| In-class Activities<br>and Discussion        | ✓        |   | ✓ | 20%       | Class discussion exercises are given to assess students' understanding and knowledge of promotion management and integrated marketing communications concepts.  |
| Examination: 0 % (duration: , if applicable) |          |   |   |           |   |
|  |          |   |   | 100%      |   |

#### Regulation of the Course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Applicable to students admitted in Semester A 2022/23 and thereafter

| Assessment Task                  | Criterion  | Excellent<br>(A+, A, A-)   | Good<br>(B+, B)  | Marginal<br>(B-, C+, C)                | Failure<br>(F)                    |
|----------------------------------|--|--|--|--|-----------------------------------|
| 1. Group Report and Presentation | 1.1 Command of integrated marketing communications knowledge | Excellent command of integrated marketing communications knowledge, with an extensive knowledge base | Good command of integrated marketing communications knowledge                                | Marginal command of the subject matter | Not even reaching marginal levels |
|                                  | 1.2 Evidence of original thinking                            | Strong evidence of original thinking with a high degree of creativity                                | Evidence of original thinking with a certain degree of creativity                            | Marginal degree of original thinking   | Not even reaching marginal levels |
|                                  | 1.3 Capacity to analyze various issues                       | Excellent capacity to analyze various issues and to apply course content to real business problem    | Good capacity to analyze various issues and to apply course content to real business problem | Marginal understanding of issues       | Not even reaching marginal levels |
|                                  | 1.4 Ability to communicate and present information           | Excellent ability to communicate and present information effectively                                 | Good ability to communicate and present information effectively                              | Marginal ability to communicate        | Not even reaching marginal levels |
|                                  | 1.5 Contribute to team work proactively                      | Enthusiastic, contribute to team work proactively. Have significant contribution.                    | Contribute to team work proactively  | Very passive in group work             | Not even reaching marginal levels |

|                                       |  |   |  |  |                                   |
|---------------------------------------|--|---|--|--|-----------------------------------|
| 2. Individual Project                 | 2.1 Command of integrated marketing Communications knowledge | Excellent command of integrated marketing communications knowledge, with an extensive knowledge base        | Good command of Integrated marketing communications knowledge                                  | Marginal familiar with the subject matter  | Not even reaching marginal levels |
|                                       | 2.2 Capacity to analyze issues                               | Excellent capacity to analyze various issues and to apply course content to real business problem           | Good capacity to analyze various issues and to apply course content to real business problem   | Marginal understanding of issues   | Not even reaching marginal levels |
|                                       | 2.3 Elaborate ideas  | 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 | Provide little elaborations of their ideas and illustrate their thoughts with few examples | Not even reaching marginal levels |
|                                       | 2.4 Evidence of original thinking                            | Strong evidence of original thinking  | Evidence of original thinking  | Marginal degree of original thinking   | Not even reaching marginal levels |
| 3. In-class Activities and Discussion | 3.1 Show 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 marginal command on the concepts and theories taught                                  | Not even reaching marginal levels |
|                                       | 3.2 Preparation for class activities with required materials | Excellent preparation for class activities with required materials  | Good preparation for class activities with required materials                                  | Low preparation for class activities with required materials                               | Not even reaching marginal levels |
|                                       | 3.3 Contributions to class discussion                        | Excellent contributions to class discussion by offering insightful ideas and asking questions               | Keen to answer questions and offer feasible suggestion   | Passive in class discussion  | Not even reaching marginal levels |

Applicable to students admitted before Semester A 2022/23

| Assessment Task                  | Criterion  | Excellent<br>(A+, A, A-)   | Good<br>(B+, B, B-)  | Fair<br>(C+, C, C-)  | Marginal<br>(D)                        | Failure<br>(F)                    |
|----------------------------------|--|--|--|--|--|-----------------------------------|
| 1. Group Report and Presentation | 1.1 Command of integrated marketing communications knowledge | Excellent command of integrated marketing communications knowledge, with an extensive knowledge base | Good command of integrated marketing communications knowledge                                | Adequate command of the course content                       | Marginal command of the subject matter | Not even reaching marginal levels |
|                                  | 1.2 Evidence of original thinking                            | Strong evidence of original thinking with a high degree of creativity                                | Evidence of original thinking with a certain degree of creativity                            | A certain degree of original thinking                        | Marginal degree of original thinking   | Not even reaching marginal levels |
|                                  | 1.3 Capacity to analyze various issues                       | Excellent capacity to analyze various issues and to apply course content to real business problem    | Good capacity to analyze various issues and to apply course content to real business problem | Fair capacity to understand and to analyze some major issues | Marginal understanding of issues       | Not even reaching marginal levels |
|                                  | 1.4 Ability to communicate and present information           | Excellent ability to communicate and present information effectively                                 | Good ability to communicate and present information effectively                              | Acceptable ability to communicate and present information    | Marginal ability to communicate        | Not even reaching marginal levels |
|                                  | 1.5 Contribute to team work proactively                      | Enthusiastic, contribute to team work proactively. Have significant contribution.                    | Contribute to team work proactively  | Contribute to team work proactively                          | Very passive in group work             | Not even reaching marginal levels |

|                                       |  |   |  |  |  |                                   |
|---------------------------------------|--|---|--|--|--|-----------------------------------|
| 2. Individual Project                 | 2.1 Command of integrated marketing Communications knowledge | Excellent command of integrated marketing communications knowledge, with an extensive knowledge base        | Good command of Integrated marketing communications knowledge                                  | Adequate command of the course content   | Marginal familiar with the subject matter  | Not even reaching marginal levels |
|                                       | 2.2 Capacity to analyze issues                               | Excellent capacity to analyze various issues and to apply course content to real business problem           | Good capacity to analyze various issues and to apply course content to real business problem   | Fair capacity to understand and to analyze some major issues                             | Marginal understanding of issues   | Not even reaching marginal levels |
|                                       | 2.3 Elaborate ideas  | 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 |
|                                       | 2.4 Evidence of original thinking                            | Strong evidence of original thinking  | Evidence of original thinking  | A certain degree of original thinking  | Marginal degree of original thinking   | Not even reaching marginal levels |
| 3. In-class Activities and Discussion | 3.1 Show 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 |
|                                       | 3.2 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 |
|                                       | 3.3 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 (more details can be provided separately in the teaching plan)

#### 1. Keyword Syllabus

*(An indication of the key topics of the course.)*

Integrated marketing communications, Campaign, Cultural influence, Promotion effectiveness, Social & ethical dimension, Theoretical framework in promotion, Brand equity

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

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

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|----|---|
| 1. | G.Belch & M.Blech, “Advertising & Promotion: An Integrated Marketing Communication Perspective”, McGraw Hill. 10 th ed., New York.                    |
| 2. | David Ogilvy “Confessions of an Advertising Man”, Southbank Publishing, 2004.   |
| 3. | Aaker, D. A. “Building Strong Brands”, London : Simon & Schuster UK Ltd. 1996   |
| 4. | Mueller, B., “Dynamics of International Advertising: Theoretical and Practical Perspectives”, Lang, Peter Publishing, Incorporated, 2nd Edition, 2011 |
| 5. | Mario Pricken. “Creative Advertising”, Thames & Hudson, 2nd edition, 2008   |
| 6. | Chin D.W., Shen C.L. & Li Y.C., “Brand 9 : Creativity for the World’s 9 most Successful Brands”, Rock Rolling Culture Company Ltd. 1997 (in Chinese)  |
| 7. | Gavin Lucas. “Guerrilla Advertising: Unconventional Brand Communication” , Laurence King Publishers, 2006.  |