

FB6852P: INTEGRATED MARKETING COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Integrated Marketing Communication

Subject Code

FB - College of Business (FB)

Course Number

6852P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply theoretical frameworks to analyze and solve promotion problems in real life context	30	x	x	
2	Analyze the key drivers for successful integrated marketing communication programs; Develop an effective integrated marketing communication campaign	50		x	x
3	Observe the business world from a professional perspective; Evaluate promotion effectiveness from the business, regulatory, social and ethical points of view	20	x		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	Seminar	Sessions to cover techniques, theories and procedures for analyzing and developing an integrated marketing communication program.	1, 3	
2	Information search and analysis	Students are required to search and analyze the latest information about the ever-changing promotion industry and innovative campaigns.	1, 2	

3	Group work	Students work in teams on assigned tasks to learn and practice what is taught in a collective learning process.	2, 3	
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Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class participation	1, 3	10	
2	Individual Performance	1, 2	25	
3	Group Project	2, 3	40	
4	Individual Project	1, 3	25	

Continuous Assessment (%)

100

Additional Information for ATs

AT1: Class participation (10%) - Student's performance is assessed based on their participation in class activities.

AT2: Individual Performance (25%) - Student's competence in using the course knowledge to solve real-world problems is assessed based on their performance in class discussion.

AT3: Group Project (40%) - Students in small teams work on a project, and each team submits a written project report and makes a in-class presentation. Peer evaluation is conducted to ensure that each team member contributes equally in time, idea, work and collaboration.

AT4: Individual Project (25%) - Students each complete a promotion-related project independently to demonstrate their learning outcomes.

Assessment Rubrics (AR)**Assessment Task**

1. Class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Class attendance and participation in class activities.

Excellent

- (A+, A, A-) 1. Attend all classes on time and stay during the class;
2. Active participation in class activities.

Good

- (B+, B, B-) 1. Attend most classes on time and stay during the class;
2. Active participation in class activities.

Fair

- (C+, C, C-) 1. Attend most classes on time and stay during the class;
2. Adequate Participation in class activities.

Marginal

- (D) 1. Attend some class on time and stay during the class;
2. Marginal Participation in class activities.

Failure

- (F) 1. Attend some classes but not stay during the class;
2. Little participation in class activities.

Assessment Task

2. Individual Performance (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Read assigned articles prior to class; ask and answer quality questions in discussion.

Excellent

- (A+, A, A-) 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base;
2. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives;
3. Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings.

Good

- (B+, B, B-) 1. Good command of integrated marketing communications knowledge;
2. Demonstrate a good capacity for analyzing the issues critically;
3. Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples.

Fair

- (C+, C, C-) 1. Adequate command of the course content;
2. Demonstrate an adequate capacity for analyzing the issues;
3. Elaborate their ideas reasonably and justify their opinions with some real-life examples.

Marginal

- (D) 1. Marginally familiar with the subject matter;
2. Demonstrate limited capacity for analyzing the issues;
3. Provide limited elaborations of their ideas and illustrate their thoughts with few examples.

Failure

- (F) 1. Not familiar with the subject matter;
2. Demonstrate little capacity for analyzing the issues;
3. Provide little elaborations of their ideas and illustrate their thoughts with no examples.
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Assessment Task

3. Group Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Relevant, important and innovative topic; solid research and quality analysis; attractive presentation.

Excellent

- (A+, A, A-) 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base;
2. Strong evidence of original thinking with a high degree of creativity;
3. Excellent capacity to analyze various issues and to apply course content to real business problem;
4. Excellent ability to communicate and present information effectively;
5. Enthusiastic, contribute to teamwork proactively. Have significant contribution.

Good

- (B+, B, B-) 1. Good command of integrated marketing communications knowledge;
2. Evidence of original thinking with a certain degree of creativity;
3. Good capacity to analyze various issues and to apply course content to real business problem;
4. Good ability to communicate and present information effectively;
5. Contribute to teamwork proactively.

Fair

- (C+, C, C-) 1. Adequate command of the course content;
2. A certain degree of original thinking;
3. Fair capacity to understand and to analyze some major issues;
4. Acceptable ability to communicate and present information;
5. Contribute to teamwork proactively.

Marginal

- (D) 1. Marginal command of the subject matter;
2. Marginal degree of original thinking;
3. Marginal understanding of issues;
4. Marginal ability to communicate;
5. Passive in teamwork.

Failure

- (F) 1. Little command of the subject matter;
2. Low degree of original thinking;
3. Little understanding of issues;
4. Little ability to communicate;
5. Very passive in teamwork

Assessment Task

4. Individual Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

In-depth research and analysis; strategic, innovative and realistic planning; and clear writing with adequate visuals.

Excellent

- (A+, A, A-) 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base;
2. Strong evidence of original thinking;
3. Excellent capacity to analyze various issues and to apply course content to real business problem.

Good

- (B+, B, B-) 1. Good command of integrated marketing communications knowledge;
2. Evidence of original thinking;
3. Good capacity to analyze various issues and to apply course content to real business problem.

Fair

- (C+, C, C-) 1. Adequate command of the course content;
2. A certain degree of original thinking;
3. Fair capacity to understand and to analyze some major issues.

Marginal

- (D) 1. Familiarity with the subject matter;
2. Marginal degree of original thinking;
3. Marginal understanding of issues.

Failure

- (F) 1. Little familiarity with the subject matter;
2. Little degree of original thinking;
3. Little understanding of issues.
-

Assessment Task

1. Class participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Class attendance and participation in class activities.

Excellent

- (A+, A, A-) 1. Attend all classes on time and stay during the class;
2. Active participation in class activities.

Good

- (B+, B) 1. Attend most classes on time and stay during the class;
2. Active participation in class activities.

Marginal

- (B-, C+, C) 1. Attend some class on time and stay during the class;
2. Marginal Participation in class activities.

Failure

- (F) 1. Attend some classes but not stay during the class;
2. Little participation in class activities.
-

Assessment Task

2. Individual Performance (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Read assigned articles prior to class; ask and answer quality questions in discussion.

Excellent

- (A+, A, A-) 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base;
2. Demonstrate a superior capacity for analyzing the issues critically and answer the questions from multiple perspectives;
3. Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings.

Good

- (B+, B) 1. Good command of integrated marketing communications knowledge;
2. Demonstrate a good capacity for analyzing the issues critically;
3. Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples.

Marginal

- (B-, C+, C) 1. Marginally familiar with the subject matter;
2. Demonstrate limited capacity for analyzing the issues;
3. Provide limited elaborations of their ideas and illustrate their thoughts with few examples.

Failure

- (F) 1. Not familiar with the subject matter;
2. Demonstrate little capacity for analyzing the issues;
3. Provide little elaborations of their ideas and illustrate their thoughts with no examples.
-

Assessment Task

3. Group Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Relevant, important and innovative topic; solid research and quality analysis; attractive presentation.

Excellent

- (A+, A, A-) 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base;
2. Strong evidence of original thinking with a high degree of creativity;
3. Excellent capacity to analyze various issues and to apply course content to real business problem;
4. Excellent ability to communicate and present information effectively;
5. Enthusiastic, contribute to teamwork proactively. Have significant contribution.

Good

- (B+, B) 1. Good command of integrated marketing communications knowledge;
2. Evidence of original thinking with a certain degree of creativity;
3. Good capacity to analyze various issues and to apply course content to real business problem;
4. Good ability to communicate and present information effectively;
5. Contribute to teamwork proactively.

Marginal

- (B-, C+, C) 1. Marginal command of the subject matter;
2. Marginal degree of original thinking;
3. Marginal understanding of issues;
4. Marginal ability to communicate;
5. Passive in teamwork.

Failure

- (F) 1. Little command of the subject matter;
2. Low degree of original thinking;
3. Little understanding of issues;
4. Little ability to communicate;
5. Very passive in teamwork
-

Assessment Task

4. Individual Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

In-depth research and analysis; strategic, innovative and realistic planning; and clear writing with adequate visuals.

Excellent

- (A+, A, A-) 1. Excellent command of integrated marketing communications knowledge, with an extensive knowledge base;
2. Strong evidence of original thinking;
3. Excellent capacity to analyze various issues and to apply course content to real business problem.

Good

- (B+, B) 1. Good command of integrated marketing communications knowledge;
2. Evidence of original thinking;
3. Good capacity to analyze various issues and to apply course content to real business problem.

Marginal

- (B-, C+, C) 1. Familiarity with the subject matter;
2. Marginal degree of original thinking;
3. Marginal understanding of issues.

Failure

- (F) 1. Little familiarity with the subject matter;
2. Little degree of original thinking;

3. Little understanding of issues.

Part III Other Information

Keyword Syllabus

Integrated Marketing Communications, Marketing Campaign, Theoretical Frameworks in Promotion, Promotion Effectiveness, Brand Equity Cultural Influence, Social and Ethical Dimensions

Reading List

Compulsory Readings

Title	
1	Don Schultz and Heidi Schultz, IMC The Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing, Chinese Translation, 2014, Tsinghua Press.

Additional Readings

Title	
1	Selected journal and magazine articles by the instructor