

COM2407: INTEGRATED MARKETING COMMUNICATION PRINCIPLES AND PRACTICES

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Integrated Marketing Communication Principles and Practices

Subject Code

COM - Media and Communication

Course Number

2407

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

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN3567 Integrated Marketing Communication Principles and Practices

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide students with knowledge of methods by which a business organization communicates with its market. Students will discover, examine and apply different theories and concepts of promotional tools such as advertising, public relations and sales promotions in the ever-changing world of communication.

Course Intended Learning Outcomes (CILOs)

| | CILOs | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|---|---------------------|--------|--------|--------|
| 1 | Discover and analyse the factors influencing creative and media planning | | x | x | x |
| 2 | Reflect on the ways communication objectives and budgets were set | | x | | x |
| 3 | Detect and discuss various types of sales promotion and PR methods | | | x | x |
| 4 | Analyse the social and ethical considerations in advertising and how to measure effective advertising | | | 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.

Teaching and Learning Activities (TLAs)

| | TLAs | Brief Description | CILO No. | Hours/week (if applicable) |
|---|-------------------|--|----------|----------------------------|
| 1 | Lectures | Analyzing case studies (focusing on relevant concepts learnt in the lectures) | 1, 2 | 4 weeks |
| 2 | Class debate | Reflection and debates on controversial topics existing in the market conducted among different teams in the class | 2 | 2 weeks |
| 3 | Class competition | Class competition among groups on assigned topics to help brainstorming ideas and stimulate creative thinking | 3 | 2 weeks |

| | | | | |
|---|------------------|---|---|-----------------------|
| 4 | Class discussion | Group discussions of the concepts and theories covered in the lecture | 4 | Throughout the course |
|---|------------------|---|---|-----------------------|

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|---|----------|---------------|--|
| 1 Group Project: According to assigned week, different topics were assigned to each group who are required to analyse, construct and present their findings. It will consist of an oral presentation and a written report. - Oral presentation (20%) - Written report (30%) | 1 | 50 | |
| 2 Quiz: Two quizzes in the middle and at the end of the semester will be arranged to assess students' understanding of the theories and concepts covered in the lectures | 2 | 40 | |
| 3 Participation: Students' participation in the class discussion exercises will be graded | 3 | 10 | |

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Mid-term Quiz

Criterion

Able to discover latest concept and digest the lecture materials learnt thus far in a reasonable manner. The ability to demonstrate concept application and innovative ideas

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Term-end Quiz: small group case critique

Criterion

- Relevance: directly relevant to the title; able to address the implications, assumptions and nuances of the title.
- Subject knowledge: effective use of an excellent knowledge and thorough understanding of relevant materials
- Critical Analysis: good analysis of the evidence and argument under consideration, resulting in clear and illuminating conclusion
- Argument & Structure: coherent and logically structured, making creative use of an appropriate mode of argument and theoretical model(s)
- Originality: distinctive work showing independent thought and critical engagements with alternative views.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project(paper)

Criterion

Evidence of a) Enhance their brand image in the market, b) Create consumer conviction towards the brand, c) To increase brand unaided awareness, and d) To increase market share e) To implement a creative and innovative project

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group Project (presentation)

Criterion

Ability to demonstrate and explain with technical details, accuracy, clarity, and convincing presentation skill

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Class Involvement

Criterion

The ability to take initiative to participate in-class discussion, brain-storming session and readily responsive to ideas and concepts presented in the lectures

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

FCB Grid, Integrated model of persuasion, DAGMAR, Budgeting method, Creative idea and execution strategies, Global advertising strategy, Social and advertising ethics

Reading List

Compulsory Readings

| Title | |
|-------|---|
| 1 | Belch/Belch (2004). Advertising and Promotion: An Integrated Marketing Communications Perspective (6th ed.). McGraw Hill. |
| 2 | CIM Study Text: Marketing Communications Strategy (Series). BPP Publishing. |
| 3 | T. Griffin & T. Yeshin. International Marketing Communications. The Characted Institute of Marketing Series, Butterworth Heinemann. |
| 4 | Arens, W. F., M. F. Weigold., & C. Arens (2011). Contemporary Advertising & Integrated Marketing Communications (13th edition). McGraw-Hill |

Additional Readings

| Title | |
|-------|-----|
| 1 | Nil |