

MKT4625: ADVERTISING MANAGEMENT AND INTEGRATED MARKETING COMMUNICATIONS

Effective Term

Semester A 2023/24

Part I Course Overview

Course Title

Advertising Management and Integrated Marketing Communications

Subject Code

MKT - Marketing

Course Number

4625

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

MKT2681 Introduction to Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to motivate students to learn, design effective promotion plan and enhance students' professional competence for the advertising industry.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identifying the theoretical and behavioral fundamental of advertising and promotion management.			x	
2	Differentiating and integrating advertising with other promotion tools.			x	
3	Evaluating promotional practices critically.		x		
4	Formulating effective advertising/ promotion program for achieving specific promotional objectives.				x
5	Appraising advertising creativity.		x		
6	Applying creative ideas on promotion program.				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	Seminar	The module will be conducted in a seminar format. Much interaction and sharing are the main characteristics of the class meeting. Knowledge of methods by which a business organization communicates with its market will be covered.	1, 2, 3, 4, 5, 6	

2	Group Project Work	To develop students' skills to work with others, students are required to co-operate and participate in different group project work.	1, 2, 3, 4, 5, 6	
3	In-class Activities	Various in-class activities have been utilized to enhance the learning interests of students and stimulate their critical thinking. Examples are debates, games, and role play, media workshop, etc.	1, 2, 3, 4, 5, 6	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Project	1, 2, 3, 4, 5, 6	40
2	Individual Tasks	1, 2, 3, 4, 5, 6	40
3	In-class Activities and Participation	1, 2, 3, 4, 5, 6	20

Continuous Assessment (%)

100

Examination (%)

0

Additional Information for ATs

The revised assessment scheme with more variety for the individual tasks and increased weighting on class activities, which aims to enhance the course's interactive learning and practice component, is believed to be in a better position to achieve the course's intended learning outcomes.

Assessment Rubrics (AR)**Assessment Task**

Group Project

Criterion

1. Have a grasp of all aspects of advertising management & integrated marketing communications.
2. Exhibit ability to identify the current and potential applications of management & integrated marketing communications principles in the business settings.
3. Devise business solutions.
4. Demonstrate language skills in compiling the written report and presenting the project findings.
5. Collaborate with other classmates.

Excellent (A+, A, A-)

1. Have excellent grasp of all aspects of advertising management & integrated marketing communications, with a substantial understanding of each topic.
2. Exhibit a superior ability to identify the current and potential applications of management & integrated marketing communications principles in the business settings.
3. Devise effective business solutions which are highly coherent with the entire marketing process.
4. Demonstrate excellent language skills in compiling the written report and presenting the project findings professionally.
5. Collaborate with other classmates productively and have significant contributions to the group.

Good (B+, B, B-)

1. Have a good grasp of the major aspects of advertising management & integrated marketing communications, with a sufficient understanding of each topic.
2. Exhibit a strong ability to identify the current and potential applications of management & integrated marketing communications principles in the business settings.
3. Devise feasible business solutions which are coherent with the marketing process.
4. Demonstrate good language skills in compiling the written report and presenting the project findings effectively.
5. Collaborate with other classmates effectively and contribute to the group actively.

Fair (C+, C, C-)

1. Have a good grasp of several principles of advertising management & integrated marketing communications and with a fair understanding of each topic.
2. Exhibit the ability to identify prominent applications of management & integrated marketing communications principles in the business settings.
3. Devise acceptable business solutions with reference to the marketing process.
4. Demonstrate fair language skills in compiling the written report and presenting the project findings.
5. Contribute to the group work reactively.

Marginal (D)

1. Have a good grasp of a few principles of advertising management & integrated marketing communications and with little understanding of each topic.
2. Exhibit the ability to identify a few applications of management & integrated marketing communications principles in the business settings.
3. Devise partial business solutions with reference to the marketing process.
4. Demonstrate a marginal level of language proficiency in compiling the written report and presenting the project findings.
5. Passive in the group work.

Failure (F)

1. Not even reaching marginal levels.
2. Not even reaching marginal levels.
3. Not even reaching marginal levels.
4. Not even reaching marginal levels.
5. Not even reaching marginal levels

Assessment Task

Individual Tasks

Criterion

1. Exhibit understanding of the issues covered in the entire course.
2. Demonstrate capacity for analyzing the issues.
3. Elaborate ideas and justify opinions.
4. Have a grasp of advertising creativity.
5. Demonstration of creativity.

Excellent (A+, A, A-)

- 1.Exhibit a substantial understanding of the issues covered in the entire course.
- 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.
4. Have excellent grasp of all aspects of advertising creativity .
5. Excellent Creativity and strong demonstration of originality.

Good (B+, B, B-)

- 1.Exhibit a good understanding of the issues covered in the entire course.
- 2.Demonstrate a good capacity for analyzing the issues critically.
- 3.Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples.
4. Have good grasp of the major aspects of advertising creativity .
5. Good Demonstration of original thinking and creativity.

Fair (C+, C, C-)

- 1.Exhibit a fair understanding of the issues covered in the course.
- 2.Demonstrate an adequate capacity for analyzing the issues.
- 3.Elaborate their ideas reasonably and justify their opinions with real-life examples.
4. Have a good grasp of several principles of advertising creativity .
5. A certain degree of original thinking.

Marginal (D)

- 1.Exhibit little understanding of the issues covered in the entire course.
- 2.Demonstrate a limited capacity for analyzing the issues.
- 3.Provide little elaborations of their ideas and illustrate their thoughts with few examples.
4. Have a good grasp of a few principles of advertising creativity .
5. Low creativity.

Failure (F)

- 1.Not even reaching marginal levels.
- 2.Not even reaching marginal levels.
- 3.Not even reaching marginal levels
4. Not even reaching marginal levels.
5. Not even reaching marginal levels.

Assessment Task

In-class Activities and Participation

Criterion

1. Show excellent command on the concepts and theories taught.
2. Preparation for class activities with required materials.
3. Contributions to class discussion.

Excellent (A+, A, A-)

1. Show excellent command on the concepts and theories taught
2. Excellent preparation for class activities with required materials.
3. Excellent contributions to class discussion by offering insightful ideas and asking questions.

Good (B+, B, B-)

1. Show good command on the concepts and theories taught.
2. Good preparation for class activities with required materials.
3. Keen to answer questions and offer feasible suggestion.

Fair (C+, C, C-)

1. Show adequate command on the concepts and theories taught.
2. Adequate preparation for class activities with required materials.
3. Answer question when prompted.

Marginal (D)

1. Show marginal command on the concepts and theories taught.
2. Low preparation for class activities with required materials.
3. Passive in class discussion.

Failure (F)

1. Not even reaching marginal levels.
2. Not even reaching marginal levels.
3. Not even reaching marginal levels.

Part III Other Information

Keyword Syllabus

Advertising, Integrated promotional tools, Big idea, Standardization vs localization, Public Relation, Judging Advertising Creativity, Communication Theories, Media.

Reading List**Compulsory Readings**

Title	
1	Terence A. Shimp & J. Craig Andrews (2017), "Advertising, Promotion and Other Aspects of Integrated Marketing Communications", International Edition, Western Cengage Learning. 9th Edition.

Additional Readings

Title	
1	G. Belch & M. Blech, "Advertising & Promotion: An Integrated Marketing Communication Perspective", McGraw Hill, 10th ed., New York.
2	Arens, Schaefer & Weigold (2012), "Advertising", McGraw Hill.
3	T. Griffin & T. Yeshin, "International Marketing Communications", The Chartered Institute of Marketing Series, Butterworth Heinemann.