

# COM2405: COMMUNICATION AND MARKETING

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**Effective Term**

Semester A 2025/26

## Part I Course Overview

**Course Title**

Communication and Marketing

**Subject Code**

COM - Media and Communication

**Course Number**

2405

**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**

Nil

**Exclusive Courses**

Nil

## Part II Course Details

**Abstract**

The course examines the concepts, analyses, and activities that comprise marketing management. It also discovers and examines how various communication channels facilitate marketing activities including the exchange between sellers

and buyers or between other parties. It equips students with knowledge of and techniques in planning, implementing, and evaluating marketing strategies in the real world. Topics include definition of marketing, elements of marketing environment, planning process of marketing strategies, marketing mix, marketing management techniques, marketing research, as well as communication and presentation skills. Broad range of case studies will also be included.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                  | Weighting (if DEC-A1 app.) |   | DEC-A2 | DEC-A3 |
|-------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------|---|--------|--------|
| 1     | Discover and analyse critically elements of marketing environment.                                                               |                            | x |        |        |
| 2     | Detect business objectives for a business organization                                                                           |                            | x | x      |        |
| 3     | Conduct basic marketing research and consumer analyses                                                                           |                            | x | x      |        |
| 4     | Articulate marketing planning process that helps reach business objectives.                                                      |                            |   | x      |        |
| 5     | Effectively communicating and presenting marketing strategies and related information.                                           |                            |   | x      |        |
| 6     | Demonstrate competence in selecting, implementing, and controlling marketing strategies                                          |                            |   | x      | x      |
| 7     | Apply communication theories and skills to facilitate the exchanges between business organization, customers, and other parties. |                            |   | x      | x      |
| 8     | Critically evaluate the practice of marketing strategies, including doing case studies.                                          |                            | 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    | Lectures                    | <ul style="list-style-type: none"> <li>- Examine the basic concepts of marketing management;</li> <li>- Discover and analyse critically the elements of an marketing environment including customers and competitors;</li> <li>- Investigate political, economic and cultural forces that affect a business organizations and its communication with other parties</li> </ul> | 1 week                     |
| 2    | Lectures                    | <ul style="list-style-type: none"> <li>- Learn and implement basic marketing research techniques;</li> <li>- Discover and analyse critically customer behaviour and decision making;</li> <li>- Detect customer values</li> </ul>                                                                                                                                             | 1 week                     |
| 3    | Lectures & class discussion | <ul style="list-style-type: none"> <li>- Aquire marketing research skills;</li> <li>- Discover and analyse critically customer behaviour and decision making;</li> <li>- Detect customer values</li> </ul>                                                                                                                                                                    | 3 weeks                    |
| 4    | Lectures & class discussion | <ul style="list-style-type: none"> <li>- Detect possible business problems and issues</li> <li>- Brainstorm, integrate ideas and design marketing strategies for a business organization</li> <li>- Present and critique marketing strategies in class</li> </ul>                                                                                                             | 3 weeks                    |
| 5    | Exercises                   | <ul style="list-style-type: none"> <li>- Practice making product and distribution decisions</li> <li>- Brainstorm promotional activities and pricing</li> <li>- Evaluate real-life examples</li> </ul>                                                                                                                                                                        | 2 weeks                    |

|   |          |                                                                                                                                                                                                                                                                                                                                                                                                                                                               |         |         |
|---|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|
| 6 | Projects | <ul style="list-style-type: none"><li>- Practice implementing marketing strategies</li><li>- Through group projects, practice communicating with different parties involved in the marketing strategies</li><li>- Detect problems and issues</li><li>- Evaluate the effectiveness of marketing strategies</li><li>- Engage with real-world organizations to help them design promotional campaigns</li><li>- Present and critique projects in class</li></ul> | 6, 7, 8 | 3 weeks |
|---|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|---------|

**Additional Information for LTAs**

Students are asked to engage with the local non-profit organization and conduct a promotional campaign for them, engaging all the relevant stakeholders.

**Assessment Tasks / Activities (ATs)**

|   | ATs                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | CILO No.   | Weighting (%) | Remarks ("- for nil entry)                                                                 | Allow Use of GenAI? |
|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|---------------|--------------------------------------------------------------------------------------------|---------------------|
| 1 | Class discussions/ exercises: Class activities (such as individual/ group class exercises, case study discussion, reflection on marketing concepts and/or raising questions during project presentations, etc.) that cover relevant topics are arranged to:<br>Help students familiarize themselves with the basic concepts and principles;<br>Help students to acquire abilities to analyse and critique the practice of marketing management;<br>Provide students the opportunity to generate and communicate new perspectives and ideas effectively. | 1, 2, 4, 8 | 30            | GenAI use is allowed only for formative tasks (e.g. background research and presentations) | Yes                 |
| 2 | Quizzes and exams: These tests are designed to assess student' s knowledge on marketing concepts and knowledge, communication theories, as well as the ability to apply them to solve business problems and increase sales. (one-hour midterm test)                                                                                                                                                                                                                                                                                                     | 2, 3, 6, 8 | 30            | N/A                                                                                        | No                  |

|   |                                                                                                                                                                                                                                                                                                                                                  |                        |    |                                                                                            |     |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----|--------------------------------------------------------------------------------------------|-----|
| 3 | Assignments and projects: Students are given assignments and projects so that they can practice to apply the acquired communication theories and marketing concepts to a real business situation as well as working effectively as a team. They are expected to actively engage with real-world stakeholders and execute a promotional campaign. | 1, 2, 3, 4, 5, 6, 7, 8 | 40 | GenAI use is allowed only for formative tasks (e.g. background research and presentations) | Yes |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----|--------------------------------------------------------------------------------------------|-----|

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Class discussions/exercises

**Criterion**

Ability to explain, discuss and reflect on the key issues and concepts in marketing and communication

**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**

Quizzes

### **Criterion**

Demonstrate knowledge of marketing concepts and relevant communication theories

#### **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

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### **Assessment Task**

Assignments and projects

### **Criterion**

Ability to apply relevant knowledge to real-world marketing tasks using different communication approaches

#### **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

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### **Additional Information for AR**

The use of GenAI tools is generally permitted in formative assessment tasks (e.g., background research and class presentations/participation) but generally not permitted for summative assessments such as research papers or examinations for fairness and academic integrity purposes.

## **Part III Other Information**

### **Keyword Syllabus**

Marketing, Management, Business communication, Strategic planning, Marketing research, Consumer analyses, Promotional communication.

### **Reading List**

**Compulsory Readings**

| Title |                                                                                                                                     |
|-------|-------------------------------------------------------------------------------------------------------------------------------------|
| 1     | Kotler, P. et al. (2013). Marketing management: An Asian perspective. Singapore: Pearson Education South Asia Pte Ltd.              |
| 2     | Clow, K. E., & Baack, D. (2014). Integrated advertising, promotion, and marketing communications. Harlow, Essex: Pearson Education. |

**Additional Readings**

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