

COM5106: INTEGRATED MARKETING COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Integrated Marketing Communication

Subject Code

COM - Media and Communication

Course Number

5106

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to:

enhance students' knowledge base with theories and practice in Integrated Marketing Communication (IMC) in international and local contexts, including the Greater China region. It covers basic concepts of IMC; classic and latest theories in IMC; introduction of the latest topics in the IMC industry; IMC case studies; and integration of theories and practice in Chinese-based contexts. Eventually, students will become knowledgeable in the IMC theories; apply concepts into practice, analyze real cases from an IMC perspective, develop IMC plans and present them in a professional manner, and integrate new media in the learning process and deliverables.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover the principles and theories of integrated marketing communication		x		
2	Analyze the effectiveness of real-life campaigns or case studies		x	x	
3	Create innovative IMC campaign that is up to professional standards		x	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	Examine topics such as branding strategy, persuasion in IMC, consumer behaviour, advertising, message appeals, public relations, sales promotion, and others through examining the related theories and working on case studies	1, 2	1.5 (for 12 weeks)
2	Exercises	Analyze communication issues through individual, paired and group activities in class and out of class	1, 2	1.5 (for 12 weeks)
3	Project	Create innovative IMC campaigns with a range of media applications	1, 2, 3	1.5 (for 12 weeks)

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Analyze and critique current IMC campaign	1, 2	30	
2	Create innovative IMC campaign	1, 2, 3	50	
3	Exercise: Assess students' ability to analyze the theories and concepts learned during the lectures.	1, 2, 3	20	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Analyze and critique current IMC campaign (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to analyse an IMC campaign in terms of the structure, tagline, message, delivery channels

Excellent

(A+, A, A-) Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B, B-) Work involved adequate analyses, clear/logical arguments, and good presentation.

Fair

(C+, C, C-) Work involved acceptable analyses, and clear presentation.

Marginal

(D) Work involved clear presentation.

Failure

(F) Work that has no logic or unclear.

Assessment Task

2. Create innovative IMC campaign final project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to produce an innovative IMC campaign

Excellent

(A+, A, A-) Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B, B-) Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Fair

(C+, C, C-) Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

Marginal

(D) Work involved, original thoughts, clear/logical arguments, and good presentation.

Failure

(F) Work that has no logic or unclear.

Assessment Task

3. Assess the learning ability via class exercise (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Assess the ability of the students to apply the skills learnt via class exercise

Excellent

(A+, A, A-) Work that demonstrates full understanding of the concepts and theories covered in the class.

Good

(B+, B, B-) Work that demonstrates good understanding of the concepts and theories covered in the class.

Fair

(C+, C, C-) Work that demonstrates adequate understanding of the concepts and theories covered in the class.

Marginal

(D) Work that demonstrates minimal understanding of the concepts and theories covered in the class.

Failure

(F) Work that demonstrates little understanding of the concepts and theories covered in the class.

Assessment Task

1. Analyze and critique current IMC campaign (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to analyse an IMC campaign in terms of the structure, tagline, message, delivery channels

Excellent

(A+, A, A-) Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B) Work involved adequate analyses, clear/logical arguments, and good presentation.

Marginal

(B-, C+, C) Work involved acceptable analyses, and clear presentation.

Failure

(F) Work that has no logic or unclear.

Assessment Task

2. Create innovative IMC campaign final project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to produce an innovative IMC campaign

Excellent

(A+, A, A-) Work involved innovative ideas, creativity, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Good

(B+, B) Work involved, original thoughts, practical and feasible, adequate analyses, clear/logical arguments, and good presentation.

Marginal

(B-, C+, C) Work involved, original thoughts, adequate analyses, clear/logical arguments, and good presentation.

Failure

(F) Work that has no logic or unclear.

Assessment Task

3. Assess the learning ability via class exercise (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Assess the ability of the students to apply the skills learnt via class exercise

Excellent

(A+, A, A-) Work that demonstrates full understanding of the concepts and theories covered in the class.

Good

(B+, B) Work that demonstrates good understanding of the concepts and theories covered in the class

Marginal

(B-, C+, C) Work that demonstrates adequate understanding of the concepts and theories covered in the class.

Failure

(F) Work that demonstrates little understanding of the concepts and theories covered in the class.

Part III Other Information

Keyword Syllabus

Integrated marketing communication, Campaign planning strategy, Branding strategy, Persuasion in IMC, Consumer behaviour, Advertising, Creative advertising strategies, Analysis of advertising media, Message appeals, Public relations, Sales promotion communication, Personal selling and direct marketing, Marketing in the digital age, IMC campaign management, Consumer relationship management

Reading List

Compulsory Readings

Title	
1	Integrated Advertising, Promotion and Marketing Communications, Clow, K., and Baack, D., 9th Edition, ISBN: 9780137344345

Additional Readings

Title	
1	Kleppner's Advertising Procedure, Lane, King & Russell, 18th edition, ISBN: 9780136110828
2	Principles of Marketing, Kotler, P. and Armstrong, G., 18th edition, ISBN: 9781292341132