

MKT5646: ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Advertising and Integrated Marketing Communications

Subject Code

MKT - Marketing

Course Number

5646

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

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 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.			x	
2	Analyze the key drivers for successful integrated marketing communication programs. Design feasible and effective integrated marketing communication campaign.				x
3	Evaluate promotion effectiveness from the business, regulatory, social & ethical points of view.		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	Students will learn concepts, theories and procedure to design and evaluate an integrated marketing communication program.	1, 2, 3	
2	Information Search & Analysis	Students will search and analyse the most updated information on the ever-changing promotion industry.	2, 3	

3	Group Work	Students will have substantial understanding of concepts and models on Advertising and Integrated Marketing Communications via participate in different group tasks. Students will have the chance to apply the acquired knowledge in promotion in a real-life.	1, 2, 3	
4	Discussion and Sharing	Current issues or cases are assigned for discussion and presentation in class to enhance interaction, stimulate critical thinking and intellectual exchanges.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Group Report and Presentation	1, 2, 3	45
			This assignment aims to provide students on applying learning experience and cooperation with other people. Students are required to conduct environmental analysis, undertake company analysis and suggest an integrated marketing communications campaign proposal for a real company. At the end of the course, they are required to conduct an oral presentation and submit a written report on the findings and analysis, problems identified and recommended.

2	Individual Project	1, 3	35	This assignment offers opportunity for students to express their opinion, understanding and critical analysis on an issue/topic on integrated marketing communications. The student is required to apply the theoretical models or concepts she/he learned in the course in analyzing the choice issue/topic.
3	In-class Activities and Discussion	1, 3	20	Class discussion exercises are given to assess students' understanding and knowledge of promotion management and integrated marketing communications concepts.

Continuous Assessment (%)

100

Additional Information for ATs

Regulation of the Course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

Assessment Rubrics (AR)**Assessment Task**

Group Report and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.1 Command of integrated marketing communications knowledge

Excellent

(A+, A, A-) Excellent command of integrated marketing communications knowledge, with an extensive knowledge base

Good

(B+, B, B-) Good command of integrated marketing communications knowledge

Fair

(C+, C, C-) Adequate command of the course content

Marginal

(D) Marginal command of the subject matter

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.2 Evidence of original thinking

Excellent

(A+, A, A-) Strong evidence of original thinking with a high degree of creativity

Good

(B+, B, B-) Evidence of original thinking with a certain degree of creativity

Fair

(C+, C, C-) A certain degree of original thinking

Marginal

(D) Marginal degree of original thinking

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.3 Capacity to analyze various issues

Excellent

(A+, A, A-) Excellent capacity to analyze various issues and to apply course content to real business problem

Good

(B+, B, B-) Good capacity to analyze various issues and to apply course content to real business problem

Fair

(C+, C, C-) Fair capacity to understand and to analyze some major issues

Marginal

(D) Marginal understanding of issues

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.4 Ability to communicate and present information

Excellent

(A+, A, A-) Excellent ability to communicate and present information effectively

Good

(B+, B, B-) Good ability to communicate and present information effectively

Fair

(C+, C, C-) Acceptable ability to communicate and present information

Marginal

(D) Marginal ability to communicate

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1.5 Contribute to team work proactively

Excellent

(A+, A, A-) Enthusiastic, contribute to team work proactively. Have significant contribution.

Good

(B+, B, B-) Contribute to team work proactively

Fair

(C+, C, C-) Contribute to team work proactively

Marginal

(D) Very passive in group work

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.1 Command of integrated marketing

Communications knowledge

Excellent

(A+, A, A-) Excellent command of integrated marketing communications knowledge, with an extensive knowledge base

Good

(B+, B, B-) Good command of Integrated marketing communications knowledge

Fair

(C+, C, C-) Adequate command of the course content

Marginal

(D) Marginal familiar with the subject matter

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.2 Capacity to analyze issues

Excellent

(A+, A, A-) Excellent capacity to analyze various issues and to apply course content to real business problem

Good

(B+, B, B-) Good capacity to analyze various issues and to apply course content to real business problem

Fair

(C+, C, C-) Fair capacity to understand and to analyze some major issues

Marginal

(D) Marginal understanding of issues

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.3 Elaborate ideas

Excellent

(A+, A, A-) Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings

Good

(B+, B, B-) Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples

Fair

(C+, C, C-) Elaborate their ideas reasonably and justify their opinions with some real-life examples

Marginal

(D) Provide little elaborations of their ideas and illustrate their thoughts with few examples

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.4 Evidence of original thinking

Excellent

(A+, A, A-) Strong evidence of original thinking

Good

(B+, B, B-) Evidence of original thinking

Fair

(C+, C, C-) A certain degree of original thinking

Marginal

(D) Marginal degree of original thinking

Failure

(F) Not even reaching marginal levels

Assessment Task

In-class Activities and Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.1 Show command on the concepts and theories taught

Excellent

(A+, A, A-) Show excellent command on the concepts and theories taught

Good

(B+, B, B-) Show good command on the concepts and theories taught

Fair

(C+, C, C-) Show adequate command on the concepts and theories taught

Marginal

(D) Show marginal command on the concepts and theories taught

Failure

(F) Not even reaching marginal levels

Assessment Task

In-class Activities and Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.2 Preparation for class activities with required materials

Excellent

(A+, A, A-) Excellent preparation for class activities with required materials

Good

(B+, B, B-) Good preparation for class activities with required materials

Fair

(C+, C, C-) Adequate preparation for class activities with required materials

Marginal

(D) Low preparation for class activities with required materials

Failure

(F) Not even reaching marginal levels

Assessment Task

In-class Activities and Discussion (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

3.3 Contributions to class discussion

Excellent

(A+, A, A-) Excellent contributions to class discussion by offering insightful ideas and asking questions

Good

(B+, B, B-) Keen to answer questions and offer feasible suggestion

Fair

(C+, C, C-) Answer question when prompted

Marginal

(D) Passive in class discussion

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.1 Command of integrated marketing communications knowledge

Excellent

(A+, A, A-) Excellent command of integrated marketing communications knowledge, with an extensive knowledge base

Good

(B+, B) Good command of integrated marketing communications knowledge

Marginal

(B-, C+, C) Marginal command of the subject matter

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.2 Evidence of original thinking

Excellent

(A+, A, A-) Strong evidence of original thinking with a high degree of creativity

Good

(B+, B) Evidence of original thinking with a certain degree of creativity

Marginal

(B-, C+, C) Marginal degree of original thinking

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.3 Capacity to analyze various issues

Excellent

(A+, A, A-) Excellent capacity to analyze various issues and to apply course content to real business problem

Good

(B+, B) Good capacity to analyze various issues and to apply course content to real business problem

Marginal

(B-, C+, C) Marginal understanding of issues

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.4 Ability to communicate and present information

Excellent

(A+, A, A-) Excellent ability to communicate and present information effectively

Good

(B+, B) Good ability to communicate and present information effectively

Marginal

(B-, C+, C) Marginal ability to communicate

Failure

(F) Not even reaching marginal levels

Assessment Task

Group Report and Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

1.5 Contribute to team work proactively

Excellent

(A+, A, A-) Enthusiastic, contribute to team work proactively. Have significant contribution.

Good

(B+, B) Contribute to team work proactively

Marginal

(B-, C+, C) Very passive in group work

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.1 Command of integrated marketing
Communications knowledge

Excellent

(A+, A, A-) Excellent command of integrated marketing communications knowledge, with an extensive knowledge base

Good

(B+, B) Good command of Integrated marketing communications knowledge

Marginal

(B-, C+, C) Marginal familiar with the subject matter

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.2 Capacity to analyze issues

Excellent

(A+, A, A-) Excellent capacity to analyze various issues and to apply course content to real business problem

Good

(B+, B) Good capacity to analyze various issues and to apply course content to real business problem

Marginal

(B-, C+, C) Marginal understanding of issues

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.3 Elaborate ideas

Excellent

(A+, A, A-) Elaborate their ideas extensively and justify their opinions with ample evidence from the business settings

Good

(B+, B) Elaborate their ideas sufficiently and justify their opinions with abundant real-life examples

Marginal

(B-, C+, C) Provide little elaborations of their ideas and illustrate their thoughts with few examples

Failure

(F) Not even reaching marginal levels

Assessment Task

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

Criterion

2.4 Evidence of original thinking

Excellent

(A+, A, A-) Strong evidence of original thinking

Good

(B+, B) Evidence of original thinking

Marginal

(B-, C+, C) Marginal degree of original thinking

Failure

(F) Not even reaching marginal levels

Assessment Task

In-class Activities and Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.1 Show command on the concepts and theories taught

Excellent

(A+, A, A-) Show excellent command on the concepts and theories taught

Good

(B+, B) Show good command on the concepts and theories taught

Marginal

(B-, C+, C) Show marginal command on the concepts and theories taught

Failure

(F) Not even reaching marginal levels

Assessment Task

In-class Activities and Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.2 Preparation for class activities with required materials

Excellent

(A+, A, A-) Excellent preparation for class activities with required materials

Good

(B+, B) Good preparation for class activities with required materials

Marginal

(B-, C+, C) Low preparation for class activities with required materials

Failure

(F) Not even reaching marginal levels

Assessment Task

In-class Activities and Discussion (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

3.3 Contributions to class discussion

Excellent

(A+, A, A-) Excellent contributions to class discussion by offering insightful ideas and asking questions

Good

(B+, B) Keen to answer questions and offer feasible suggestion

Marginal

(B-, C+, C) Passive in class discussion

Failure

(F) Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Integrated marketing communications, Campaign, Cultural influence, Promotion effectiveness, Social & ethical dimension, Theoretical framework in promotion, Brand equity

Reading List

Compulsory Readings

Title	
1	Terence A. Shimp / J. Craig Andrews, "Advertising, Promotion and Other Aspects of Integrated Marketing Communications", International Edition, Western Cengage Learning. 9th Edition, 2013.

Additional Readings

Title	
1	G.Belch & M.Blech, "Advertising & Promotion: An Integrated Marketing Communication Perspective", McGraw Hill. 10 th ed., New York.
2	David Ogilvy "Confessions of an Advertising Man", Southbank Publishing, 2004.
3	Aaker, D. A. "Building Strong Brands", London : Simon & Schuster UK Ltd. 1996.
4	Mueller, B., "Dynamics of International Advertising: Theoretical and Practical Perspectives", Lang, Peter Publishing, Incorporated, 2nd Edition, 2011.
5	Mario Pricken. "Creative Advertising", Thames & Hudson, 2nd edition, 2008.
6	Chin D.W., Shen C.L. & Li Y.C., "Brand 9 : Creativity for the World's 9 most Successful Brands", Rock Rolling Culture Company Ltd. 1997 (in Chinese).
7	Gavin Lucas. "Guerrilla Advertising: Unconventional Brand Communication", Laurence King Publishers, 2006.