

<b>Subject Code</b>	MM589
<b>Subject Title</b>	Promotion and Advertising
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	None
<b>Objectives</b>	<p>This course is designed for students seeking an advanced understanding of the planning, execution, and evaluation of diverse promotional vehicles within the contemporary marketing landscape. It aims to equip students with both theoretical knowledge and practical skills necessary to design, implement, and manage effective promotional and advertising strategies in an increasingly complex and digitalized environment.</p> <p>The course directly supports the MSc in Marketing Management Programme by:</p> <ol style="list-style-type: none"> <li><b>1. Deepening Expertise in Promotion and Advertising:</b> Students will explore the core principles and evolving practices of promotion and advertising, with a strong emphasis on solving real-world marketing challenges. The curriculum covers the development of integrated marketing strategies that address the needs of modern consumers and organizations, particularly in the digital era.</li> <li><b>2. Fostering Teamwork and Professional Competence:</b> Through interactive classroom activities, group projects, and applied assessments, students will enhance their ability to collaborate, communicate, and critically analyze promotional campaigns. These experiences are designed to build both individual expertise and effective teamwork skills, essential for success in today's marketing profession.</li> </ol> <p>A central focus of the course is Integrated Marketing Communication (IMC), a concept that emerged in response to the limitations of traditional advertising and the need for a more holistic approach to brand promotion. Students will examine the evolution of IMC from its origins in the 1980s to its current role in orchestrating a seamless brand message across multiple channels—including advertising, sales promotions, public relations, direct marketing, and digital platforms.</p> <p>The course will highlight the distinction between mere "co-existence" of marketing elements and true "integration," emphasizing the strategic and organizational challenges that can hinder effective IMC implementation. Special attention will be given to internal barriers such as corporate culture, policy, and business practices, as well as the opportunities and complexities introduced by digital transformation.</p> <p>Students will also investigate the impact of emerging technologies, big data, and analytics on promotional strategy, exploring how these tools can enhance targeting, personalization, and measurement in the new marketing ecosystem.</p> <p>By the end of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Critically evaluate and apply IMC principles in the planning, execution, and assessment of promotional campaigns.</li> <li>• Design integrated marketing plans that leverage both traditional and digital media, with a particular focus on advertising's evolving role.</li> <li>• Analyze the influence of technology and data-driven insights on promotional effectiveness.</li> </ul>

	<ul style="list-style-type: none"> <li>Collaborate effectively in teams to solve complex marketing problems and present actionable recommendations.</li> </ul> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management), by developing specialized expertise in promotion and advertising, and by preparing students to navigate and lead in the dynamic field of marketing management.</p>
<b>Intended Learning Outcomes</b>	<p>Upon successful completion of this subject, students will be able to:</p> <ol style="list-style-type: none"> <li><b>Apply Integrated Marketing Communication (IMC) Principles:</b> Develop comprehensive advertising and promotional plans by effectively integrating various communication tools and channels within an IMC framework.</li> <li><b>Analyze the Evolving Global Marketing Communications Landscape:</b> Critically assess the impact of digital transformation and globalization on marketing communications strategies, and adapt approaches to meet the demands of the digital era.</li> <li><b>Evaluate and Differentiate Communication Tools:</b> Demonstrate a deep understanding of the characteristics, advantages, and limitations of both traditional and contemporary marketing communication forms—including advertising, sales promotions, public relations, point-of-purchase communications, product placement, internet/viral marketing, mobile marketing, search marketing, key opinion leader (KOL) collaboration, and experiential marketing.</li> <li><b>Communicate Value Effectively:</b> Apply communication strategies to convey the value of goods and services in real-world marketing scenarios, tailoring messages to diverse audiences and contexts.</li> <li><b>Enhance Creativity, Critical Thinking, and Analytical Skills:</b> Strengthen creative problem-solving, critical thinking, and analytical abilities through the conceptualization and development of integrated marketing communication campaigns.</li> <li><b>Evaluate Campaign Effectiveness:</b> Develop and apply skills to assess the effectiveness of promotional and advertising campaigns using appropriate metrics, data analysis, and evaluation techniques.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p>This subject provides a comprehensive exploration of the strategic role of advertising and promotion in building and sustaining strong brands in today's dynamic marketing environment. Students will examine how effective brand communication influences consumer perceptions, attitudes, and behaviors, and how organizations can leverage integrated marketing communications (IMC) to achieve their business objectives.</p> <p>Key topics include:</p> <ol style="list-style-type: none"> <li><b>The Strategic Importance of Advertising and Promotion in Brand Building</b> <ul style="list-style-type: none"> <li>The role of advertising and promotion in creating, enhancing, and sustaining brand equity</li> <li>The integration of promotional activities within broader brand strategies</li> <li>Case studies of successful brand campaigns</li> </ul> </li> <li><b>Understanding Brand Communication and Consumer Response</b> <ul style="list-style-type: none"> <li>Theories and models of communication and persuasion</li> <li>The psychology of consumer response to marketing messages</li> <li>The impact of culture, context, and technology on message effectiveness</li> </ul> </li> <li><b>Exploring the Spectrum of Marketing Communications Tools</b> <ul style="list-style-type: none"> <li>In-depth analysis of traditional and digital advertising</li> <li>Sales promotions: objectives, types, and effectiveness</li> <li>Public relations and corporate communications</li> <li>Point-of-purchase communications and shopper marketing</li> <li>Mobile marketing: strategies and best practices</li> <li>Social media marketing: platforms, content, and engagement</li> <li>Search marketing: SEO, SEM, and analytics</li> <li>Experiential marketing and event-based promotions</li> <li>Product placement and influencer/KOL collaboration</li> </ul> </li> </ol>

	<ol style="list-style-type: none"> <li>4. <b>Social and Ethical Issues in Marketing Communications</b> <ul style="list-style-type: none"> <li>○ Ethical considerations in advertising and promotion</li> <li>○ Social responsibility and the impact of marketing on society</li> <li>○ Managing controversies and crisis communication</li> </ul> </li> <li>5. <b>Establishing IMC Objectives and Budgeting</b> <ul style="list-style-type: none"> <li>○ Setting measurable communication objectives</li> <li>○ Budgeting methods and resource allocation</li> <li>○ Aligning IMC objectives with overall marketing and business goals</li> </ul> </li> <li>6. <b>Developing an Integrated Marketing Communication Campaign</b> <ul style="list-style-type: none"> <li>○ Campaign planning and creative strategy development</li> <li>○ Message design and media selection</li> <li>○ Coordination and integration of multiple communication channels</li> <li>○ Implementation and project management</li> </ul> </li> <li>7. <b>Monitoring, Evaluation, and Control of IMC Campaigns</b> <ul style="list-style-type: none"> <li>○ Key performance indicators (KPIs) and metrics for campaign evaluation</li> <li>○ Tools and techniques for monitoring campaign effectiveness</li> <li>○ Data-driven decision making and campaign optimization</li> <li>○ Post-campaign analysis and reporting</li> </ul> </li> <li>8. <b>The New Customer Journey in the Digital Era</b> <ul style="list-style-type: none"> <li>○ Mapping the modern, non-linear customer journey</li> <li>○ Touchpoints and moments of truth in digital and omnichannel environments</li> <li>○ Personalization, automation, and customer experience management</li> </ul> </li> <li>9. <b>In-Depth Investigation of the Four Types of Media: Paid, Earned, Owned, and Shared (PESO Model)</b> <ul style="list-style-type: none"> <li>○ Definitions, roles, and interrelationships of paid, earned, owned, and shared media</li> <li>○ Strategies for integrating and leveraging the PESO model in IMC</li> <li>○ Measuring the effectiveness and ROI of each media type</li> </ul> </li> </ol> <p>Throughout the course, students will engage in case studies, group projects, and practical exercises to apply theoretical concepts to real-world marketing challenges. Emphasis will be placed on critical analysis, creativity, and the use of technology and data analytics in designing and evaluating integrated marketing communications.</p>
<b>Teaching/Learning Methodology</b>	<p>This subject adopts a dynamic and interactive approach to teaching and learning, examining promotion and advertising from a communication perspective. Key variables within the promotion mix are explored in depth, with a strong emphasis on the practical application of communication skills in formulating integrated marketing communication (IMC) strategies.</p> <p>Each week, the teaching is structured as follows:</p> <ul style="list-style-type: none"> <li>• <b>Lectures:</b> Lectures are designed to provide a seamless integration of foundational theories, frameworks, and their practical applications in contemporary marketing. Each session combines the introduction of key concepts with in-depth analysis, utilizing real-life examples, multimedia content, and case studies. This approach ensures that students not only grasp theoretical principles but also develop a nuanced understanding of how these concepts are applied in practice, fostering critical thinking and practical problem-solving skills.</li> <li>• <b>Collaborative Discourse:</b> Students will engage in structured group exercises that challenge them to address real-world business problems in marketing communications. Working collaboratively, each group will analyze a case or scenario, develop strategic recommendations, and present their solutions to the class. These presentations serve as a springboard for collaborative discourse, where students critically examine each other's ideas, exchange perspectives, and refine their thinking through constructive peer feedback. The instructor will facilitate and guide the discourse, concluding each session with an expert analysis and synthesis of the key insights and best practices emerging from the discussion.</li> </ul>

	<ul style="list-style-type: none"><li>• <b>Industry Engagement:</b> To bridge the gap between academic learning and industry practice, highly qualified external speakers from diverse marketing disciplines—including both traditional and digital media—are regularly invited to share their insights and experiences. These sessions offer students the unique opportunity to interact directly with industry experts, gain exposure to the latest trends and challenges in IMC, and expand their professional networks.</li></ul> <p>Overall, the teaching and learning methodology is designed to foster critical thinking, creativity, and practical problem-solving skills. By combining theoretical instruction, experiential learning, and industry engagement, the course ensures that students are well-prepared to develop and implement effective integrated marketing communication strategies in real-world contexts.</p>																																																														
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table><tr><th rowspan="2">Specific assessment methods/tasks</th><th rowspan="2">% weighting</th><th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th></tr><tr><th>a.</th><th>b.</th><th>c.</th><th>d.</th><th>e.</th><th>f.</th></tr><tr><td><b>Continuous Assessment*</b></td><td><b>100%</b></td><td></td><td></td><td></td><td></td><td></td><td></td></tr><tr><td>1. Class attendance and participation</td><td>5%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>2. Individual essay submission - English</td><td>15%</td><td>✓</td><td></td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>3. Mid-term</td><td>20%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td></td></tr><tr><td>4. Final group project – presentation and report submission</td><td>60%</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td><td>✓</td></tr><tr><td>Total</td><td>100 %</td><td colspan="6"></td></tr></table> <p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p><b>Explanation of the Appropriateness of Assessment Methods in Assessing the Intended Learning Outcomes:</b></p> <p>The assessment methods for this subject are carefully designed to ensure that all students achieve the intended learning outcomes in a comprehensive and meaningful way. These methods collectively encourage active engagement with course materials, critical thinking, creativity, and practical application of knowledge. Specifically, the assessments are structured to ensure that students:</p> <ul style="list-style-type: none"><li>• Engage with recommended materials, including the textbook, academic articles, case studies, and other relevant resources, to build a strong theoretical foundation.</li><li>• Participate in thoughtful discussions on key issues presented in lectures, fostering deeper understanding and the ability to articulate informed viewpoints.</li><li>• Appreciate and evaluate a variety of approaches and strategies that can be adopted in advertising and promotions, encouraging open-mindedness and adaptability.</li><li>• Apply creativity and strategic thinking in the formulation of Integrated Marketing Communications (IMC) strategies, bridging theory with real-world practice.</li><li>• Take part in class exercises and discussions, which promote collaborative learning and the development of communication and teamwork skills.</li><li>• Interact directly with guest speakers, drawing on the insights and experiences shared to enhance their understanding of current industry practices and challenges.</li></ul>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a.	b.	c.	d.	e.	f.	<b>Continuous Assessment*</b>	<b>100%</b>							1. Class attendance and participation	5%	✓	✓	✓	✓	✓	✓	2. Individual essay submission - English	15%	✓		✓	✓	✓		3. Mid-term	20%	✓	✓	✓	✓	✓		4. Final group project – presentation and report submission	60%	✓	✓	✓	✓	✓	✓	Total	100 %						
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	<p>Immediate feedback is provided to students following presentations, and all students are encouraged to participate in post-presentation discussions. This approach not only reinforces learning but also cultivates a supportive environment for continuous improvement and peer learning.</p> <p>Overall, these assessment methods are well-suited to evaluate students' mastery of the subject matter, their ability to apply knowledge creatively and strategically, and their readiness to excel in the dynamic field of promotion and advertising.</p>	
<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	20 Hrs.
	▪ Preparation for assignment / group project and presentation / examination	100 Hrs.
	Total student study effort	159 Hrs.
<b>Reading List and References</b>	<p><b><u>Recommended Textbooks</u></b>  <i>Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption</i> by Royce Yuen; 2021; Routledge (it is not compulsory to purchase but highly recommended).  A full set of lecture notes compiled by the instructor will be uploaded on Moodle for free downloading before the course begins.</p> <p>Some of the lecture notes may only contain the heading and key bullet points. There will be a clear indication of the respective chapter and pages the students should refer to for the topic's complete content.</p> <p><b><u>References/Periodicals</u></b>  Journal of Advertising    Journal of International Advertising    Media: Asia's Media &amp; Marketing (biweekly)    Admap (monthly)    Admango.com: It monitors advertising media Hong Kong. The database integrates advertisements' content, adspend data and analytics, providing advertising and marketing professionals with invaluable and timely marketing information.    Various newspapers, magazines, journal articles and web addresses will be referenced.</p>	