

## Subject Description Form

<b>Subject Code</b>	MM3711
<b>Subject Title</b>	Integrated Marketing Communications
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<b>Pre-requisite:</b> Introduction to Marketing (MM2BN05) or Introduction to Marketing (MM2711) or equivalent
<b>Objectives</b>	This subject is designed for students who had taken Introduction to Marketing and chosen marketing as their area of specialisation. The subject focuses on examining the growing importance of integrated marketing communications (IMC) in planning and executing advertising and promotional programs, and the various types of contact points through which marketers communicate with their target audiences. The subject aims to give students a basis for understanding the marketing communication process and the ways that it influences consumer decision making. The subject also aims to develop students' skill in formulating marketing communication strategies.
<b>Subject Learning Outcomes</b>	Upon the completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a. Analyze the changing global marketing communications environment and its impact on advertising and promotional strategies and tactics;</li> <li>b. Explore the regulatory, social, and economic environments in which advertising and promotion operate;</li> <li>c. Develop insights into the characteristics of different forms and tools of traditional and new marketing communications such as advertising, sales promotions, public relations, point-of-purchase communications, internet/viral marketing, mobile marketing, social media marketing and experiential marketing; <b>(BBA Outcome 14)</b></li> <li>d. Communicate value in goods and services to customers in real-life marketing situations;</li> <li>e. Enhance students' creativity, critical thinking and analytical ability through developing an IMC campaign and evaluating its effectiveness.</li> <li>f. Develop and evaluate innovative business opportunities using business analytics and data science</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	Roles of advertising and promotion in marketing / Promotional program situation analysis / Communication process / Different forms and tools of marketing communications / Promotional-mix elements / The social, ethical and legal issues in marketing communications / Goals and objectives for IMC program / Development of an IMC Campaign / Methods and measurement of the effectiveness of the IMC program
<b>Teaching/Learning Methodology</b>	Students are expected to apply their communication and critical thinking skills in formulating IMC strategy. The first hour lectures will be used to introduce the basic theories and their practical applications. The second hour lectures will be used for students to further examine the concepts by using real-life examples, video and case studies. The seminars will be used for students to raise and share their views on different marketing issues and situations with guided readings, assigned exercises, and group presentations.

Assessment Methods in Alignment with Intended Learning Outcomes	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. Group activity	20%	✓	✓	✓	✓	✓	
	2. Class exercises	20%	✓	✓	✓	✓		
	3. Individual Assignments	50%	✓	✓	✓	✓	✓	✓
	4. Class participation	10%	✓	✓	✓	✓	✓	
	Total	100 %						
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.</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 the assessment methods in assessing the intended learning outcomes:</b> the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> <li>▪ Read the recommended materials (e.g. text book, articles, cases);</li> <li>▪ Discuss the issues brought up in the lectures;</li> <li>▪ Appreciate different approaches that may be adopted in advertising and promotions;</li> <li>▪ Apply creativity into formulation of an IMC strategy;</li> <li>▪ Participate in class exercises/discussions.</li> </ul> <p>Feedback is given to students immediately following the presentations and all students are invited to join the discussion.</p>								
<b>Student Study Effort Expected</b>	Class contact:							
	Lectures		26 Hrs.					
	Seminars		13 Hrs.					
	Other student study effort:							
	Preparation for seminars/presentation		20 Hrs.					
	Reading and preparation for individual project		50 Hrs.					
	Total student study effort		109 Hrs.					

<p><b>Reading List and References</b></p>	<p><i>Recommended Textbooks and References</i></p> <p><b>Required Textbooks</b>  Belch, G. &amp; Belch, M., <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 11<sup>th</sup> edition, McGraw-Hill, 2018.</p> <p><b>References/Periodicals</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>
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