

Subject Description Form

Subject Code	MM3711
Subject Title	Integrated Marketing Communications
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	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.
Subject Learning Outcomes	Upon the completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Communicate in English, written and verbal, at a level of effectiveness sufficient for a business presentation or general conversation (BBA Outcome 1); b. Analyze the changing global marketing communications environment and its impact on advertising and promotional strategies and tactics (BBA Outcome 2); c. Explore the regulatory, social, and economic environments in which advertising and promotion operate (BBA Outcome 4); d. 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 (BBA Outcome 10); e. Communicate value in goods and services to customers in real-life marketing situations (BBA Outcome 8); f. Enhance students' creativity, critical thinking and analytical ability through developing an IMC campaign and evaluating its effectiveness (BBA Outcomes 3 & 9).
Subject Synopsis/ Indicative Syllabus	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

Teaching/Learning Methodology	<p>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.</p>																																																																				
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="424 421 1449 869"> <thead> <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> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Group project</td> <td>25%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2. Mid-term/class exercises</td> <td>25%</td> <td></td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>3. Individual written report</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>4. Class participation</td> <td>10%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </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 Continuous Assessment components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ Read the recommended materials (e.g. text book, articles, cases); ▪ Discuss the issues brought up in the lectures; ▪ Appreciate different approaches that may be adopted in advertising and promotions; ▪ Apply creativity into formulation of an IMC strategy; ▪ Participate in class exercises/discussions. <p>Feedback is given to students immediately following the presentations and all students are invited to join the discussion.</p>							Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a	b	c	d	e	f	Continuous Assessment	100%							1. Group project	25%	✓	✓	✓	✓	✓	✓	2. Mid-term/class exercises	25%		✓	✓	✓	✓		3. Individual written report	40%	✓	✓	✓	✓	✓	✓	4. Class participation	10%	✓	✓	✓	✓	✓	✓	Total	100 %						
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Student Study Effort Expected	Class contact:																																																																				
<ul style="list-style-type: none"> ▪ Lectures 			26 Hrs.																																																																		
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<ul style="list-style-type: none"> ▪ Preparation for seminars/presentation 			20 Hrs.																																																																		
<ul style="list-style-type: none"> ▪ Reading and preparation for individual project 			50 Hrs.																																																																		
Total student study effort			109 Hrs.																																																																		

<p>Reading List and References</p>	<p>INDICATIVE READING</p> <p><i>Recommended Textbooks</i> Belch, G. & Belch, M., <i>Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 10th edition, McGraw-Hill, 2015.</p> <p><i>References/Periodicals</i></p> <p>Journal of Advertising</p> <p>Journal of International Advertising</p> <p>Media: Asia's Media & Marketing (biweekly)</p> <p>Admap (monthly)</p> <p>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.</p> <p>Various newspapers, magazines, journal articles and web addresses will be referenced.</p>
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