

Course Title	Advertising and Integrated Marketing Communications
Course Code	MKT2231
Recommended Study Year	Any
No. of Credits/Term	3
Mode of Tuition	Sectional Approach
Class Contact Hours	3-hour lecture per week
Category	Major Elective – Marketing/Marketing and Social Media Major
Discipline	-
Prerequisite(s)	NIL
Co-requisite(s)	NIL
Exclusion(s)	NIL
Exemption	NIL
Requirement(s)	

Instructor Information

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Brief Course Description

This course is designed to introduce students the field of integrated marketing communication (IMC). The basic concept of IMC is the coordination of an organization's advertising and promotional efforts by determining the most effective way of meeting the objectives of informing, persuading and reminding customers and reinforcing attitudes and perceptions on customer relationships with brands, services or organizations. From this perspective, the emphasis will be on the role of marketing communications and how they can be used by organizations to further their marketing objectives. Among the tools available to the integration process are advertising, sales promotion, personal selling, sponsorship marketing, and public relations.

Aims

1. To provide students with a hands-on understanding of the field of integrated marketing communication.
2. To help students learn how the IMC elements such as advertising, sales promotions and public relations can be integrated into an effective communication program to build relationships with customers and other key audiences.
3. Prepare students to act as strategic brand and customer relationship communicators.
4. Managing the customer relationships that drive brand value.
5. Creating and nourishing profitable relationships with customers and other stakeholders.
6. Understanding social, legal, and ethical issues in IMC practices.

Learning Outcomes

You will be expected to learn not only from readings and classroom discussion, but also to practice it via the creation of an IMC campaign. On completion of this course, students should be able to:

1. Understand key advertising and integrated marketing communication concepts and its application in real business situations; (LO1)
2. Analyse and evaluate effectiveness of advertising and IMC campaign based on brand communication need assessment; (LO2)
3. Develop effective advertising and IMC objectives and strategies; (LO3)

4. Build up effective brand communication program and marketing mix. (LO4)

Indicative Contents

Topics to be covered include the following major components:

Part One – An Overview of IMC Elements and Brand Building Process

- IMC perspective to marketing communications
- Key functional areas of marketing communications
- Organizational challenges in IMC planning
- Building customer relationship with brands

Part Two – Basic Marketing Communication Strategies for Building Brands

- How brand communication works
- Consumer insight and response to marketing communication strategies
- IMC planning

Part Three – Brand Message Strategy and Execution

- Creative message strategies
- Message execution
- Effective use of different types of media

Part Four – Marketing Communication Functions

- Sales promotion
- Personal selling and direct marketing
- Event and sponsorship marketing
- Public relations and brand publicity

Teaching Method

Students are responsible for their learning experience.

- The format of most class sessions will be a mix of lectures, guest speakers, exercises, student presentations, and classroom discussion of marketing communications issues. Heavy emphasis will be on “the real world” applications of the materials covered in the text and discussed in class.
- Students are expected to read the assigned chapters and to assimilate the materials presented there. Class sessions will be devoted to extending and applying concept presented in the text. It is important that students enrolled in the course read the assigned chapter(s) and other materials before the class scheduled for that topic.

Measurement of Learning Outcomes

Learning outcomes will be assessed through the following means of activities:

- Class and case assignments (LO1)
- McGraw Hill Connect assignments or Individual Final project that integrate analytical and creative processes (LO1, LO2, LO3 and LO4)
- Show and Tell Term projects that enhance written, presentation and interpersonal communication skills (LO1/2)
- Final examination on students’ conceptual understanding of advertising and IMC concepts and principles. (LO1/2/3)

Assessment

1. Continuous Assessment:		50%
<i>Show & Tell presentation</i>	<i>(20%)</i>	
<i>Discussion Participation/Class exercises</i>	<i>(10%)</i>	
<i>Individual Final Project (IMC plan)</i>	<i>(20%)</i>	
<i>or McGraw-Hill Connect Assignments</i>		
2. Final Exam:		50%

Total:

100%

Breakdown of Assessment

1. Show & Tell Presentation [20% of All Possible Points]

In this class, students are required to apply their learning in IMC planning and Creative process to an actual brand in Hong Kong. They are encouraged to develop a specific IMC marketing campaign for the chosen brand and lead a show and tell class discussion.

Each team have a maximum of 20 minutes to discuss their selected subject on the brand proposition, targeted customer segment and competitive edge against the competition. The use of SWOT analysis and Perceptual Map are expected. A list of key criteria will be distributed by the instructor after the teams are formed. The dates of the presentation are listed in the class schedule at the end of this syllabus.

This assignment aims to familiarize students with the critical strategic thinking that drives any IMC campaign. Use your creativity and imagination to prepare for the project. There is no need to submit a written report. Grading will be based on the PowerPoint file submitted, the effectiveness of presentation and handling of the class discussion.

2. Class Exercise and Participation [10% of All Possible Points]

Much of your learning process will take place in class as you share your thoughts, ideas, analyses, and questions with each other. Therefore, I expect you to attend all class sessions and approach the course the same way you would a professional responsibility. If you will be unable to attend a class, you are required to notify me. I will keep an attendance record and all unexcused absence will impact negatively towards your final grade. An excused absence is one that is excused by the department or the dean's office, by a medical professional's note, or directly by me on a case by case basis. Absences for any sincerely held religious belief, observance or practice will be accommodated where reasonable. Note that if you miss an activity during class due to absence, you will not be able to "make up" for it. You can, however, minimize the damage by carefully going over the readings and notes from a classmate who attended the class.

Moreover, quality in-class discussion is essential for the success of the class. As a result, your contributions to the class through discussion, both quantity and quality, will also impact your evaluation. More specifically, I will evaluate your participation based on the following criteria:

- Willingness to contribute: How often and how actively do you contribute to the class discussion? Do you frequently and eagerly bring up your ideas and comments, or do you simply wait to be called?
- Preparation: Do you come to class having read the assigned material? (Note that if you don't come to class at all, you can't contribute to the discussion.)
- Content understanding and integration: Do you follow the flow of class discussion and build on others' ideas? When you do not understand something, do you ask questions? Are you an active participant in in-class group discussion?
- Creativity: Do you generate your own insights and applications?
- Curiosity and interest: What degree of curiosity, interest, and enthusiasm do you bring to the classroom?
- Supplemental activities: Do you bring in examples from the "real world" that demonstrate concepts or are related to issues we are discussing in class? Do you suggest content that could help enrich the discussion or your peers' understanding of the concepts?

3. Individual Final Project or McGraw Hill Connect Assignments [20% of All Possible Points]

If you use the electronic version of the textbook, McGraw-Hill Connect assignments will be made available throughout the semester at the end of each chapter from chapter 4. These assignments give you real time feedback on your level of learning and prepare you for the final examination, and constitute another 20% of all possible points and, to claim your points, you will need to complete these questions after you read the chapters and before each week's class meetings. The available dates and submission deadlines for these assignments will be listed in your e-book portal.

Alternatively, you can choose not to complete the McGraw-Hill Connect assignments if you so prefer. In that case, you will be required to prepare and submit a complete IMC plan for a brand/product or service chosen by the student after discussion with the instructor. The plan must include a careful examination of its market, competitive position and its marketing strategy with an analysis of its strengths and weaknesses. Based on a thorough situation analysis, the plan will identify marketing communication (or promotional) opportunities, include a statement of measurable objectives, as well as creative message strategies, media planning, and execution. Budgets, measurement and quality control procedures should also be recommended.

The final report for this project should be about 4000 words in length (references and appendices included), in 12-point Times New Roman font, and double-spaced. Please submit the report in digital format through Turnitin portal within the Moodle platform by the deadline that will be specified in the Moodle Turnitin gateway.

4. Final Exam [50% of All Possible Points]

The purpose of final exam is to assess your conceptual understanding of the learning subjects covered in this course. Reading the assigned chapters and attending the class meetings are essential to achieve good performance. You will be tested on both IMC theories and the application of these concepts to a hypothetical marketing case. The date of the assessment will be announced by the university.

Required/Essential Readings

William F. Arens, Schaefer, Weigold M (2020), Advertising, Fourth edition, McGraw-Hill/Irwin.

Recommended/Supplementary Readings

Hans Ouwersloot and Duncan, Tom (2008), Integrated Marketing Communications, European edition, McGraw-Hill, London.

Useful IMC Links

<https://aaaa.com.hk/>

Association of Accredited Advertising Agencies of Hong Kong

<http://adage.com/article/special-report-the-advertising-century/ad-age-advertising-century-timeline/143661/>

Ad Age Advertising Century: Timeline

<http://www.ogilvy.com/>

Advertising Agency: Ogilvy & Mather

<https://www.grey.com/en/hong-kong>

Advertising Agency: Grey

<https://adage.com/article/special-report-the-advertising-century/ad-age-advertising-century-top-100-campaigns/140918>

Ad Age Advertising Century: The Top 200 Campaigns

Journal of Integrated Marketing Communications

Center for Integrated Marketing

Important Notes

- (1) Students are expected to spend a total of 6 hours (i.e. 3 hours of class contact and 3 hours of personal study) per week to achieve the course learning outcomes.
- (2) Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
- (3) Students are required to submit writing assignment(s) using Turnitin.
- (4) To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.in.edu.hk/>.
- (5) ChatGPT and other Generative AI tools are allowed for use in written assignments, presentation preparation, and in-class activities. AI output used in assessment tasks should be properly referenced. For example, students may be required to submit a list of the “prompts” they gave to get content used in coursework and essays.

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Learning Outcome Mapping with Course work and Assessment

Program Level Learning Goals	Team exercises and class Q&A (10%)	Show and Tell (Team) (20%)	Individual Final Project or McGraw Hill Connect Assignments (20%)	End of Term Exam (Individual) (50%)
PLLG 1 - Students have good communication skills		✓		
PLLG6 - Students are able to think critically.	✓	✓	✓	✓
Course Level Learning Goals				
CLLG1 – Understand key advertising and IMC concepts and its application in real business situations	✓	✓	✓	✓
CLLG2 - Analyze and evaluate effectiveness of advertising and IMC campaign based on brand communication need assessment		✓	✓	✓
CLLG3 - Develop effective advertising and IMC objectives and strategies			✓	✓
CLLG4 - Build up effective brand communication program and marketing mix			✓	✓

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Rubrics for Class Exercise and Chapter Quizzes

CLLG1 to 4 – See Learning Outcome mapping

Traits	Very Good (2)	Satisfactory (1)	Unsatisfactory (0)
Demonstrate understanding of the topic by answering the exercise with relevant factors or options based on theoretical framework	Demonstrates the ability to construct a clear and insightful answer to the problem with relevant theoretical framework or analysis approach covering all relevant contextual factors.	Demonstrates the ability to construct an answer or analysis approach with evidence of most relevant contextual factors in adequate details based on the theoretical framework.	Answer irrelevant to the theoretical framework or the problem related contextual factors.
Articulate the solution or answer in appropriate way and relevant format	Complete the task(s) by choosing a format, language, or graph (or other visual representation) in ways that enhance meaning, making clear the interdependence of language and meaning, thought, and expression.	Complete the task(s) by choosing a format, language, or graph (or other visual representation) to explicitly connect content and form, demonstrating awareness of purpose and audience.	Failed to complete the task(s) in an appropriate form as specified.
Comments			

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Rubric for Show and Tell PLLG1&6 and CLLG1-2

Traits	Very Good (2)	Satisfactory (1)	Unsatisfactory (0)
Ability to Analyze mkt. segments and Formulate effective Brand Positioning	Brand proposition well defined with unique end user motivational drivers in Perceptual map against competition and sustainable marketing target	Brand proposition fairly well defined with specific Marketing Target	Brand proposition unclear; Marketing Target undefined; lack of definition with competition
Ability to identify SWOT	Comprehensive analysis of both the macro & micro-marketing environment with CDI/BDI, market share, distribution penetration or equivalent parameters with prioritized issues	Cover both the macro & micro-marketing environment with relevant factors	Macro or Micro-marketing analysis incomplete, citing irrelevant or uncontrollable factors
Discuss the relevant category consumer response path and strategic mktg. objectives of Acquisition/ Retention	Identified the relevant consumer response path and all SMART objectives driven by marketing intent derived from SWOT	Identified the relevant consumer response path and identified some Objectives linked to marketing intent derived from SWOT	Failed to identify the consumer response path and lack of linkage between Objectives & prioritized SWOT issues
Evaluate the IMC campaign elements, creative message and media mix against the strategic objectives.	Evaluate the campaign elements, creative message and media mix with all the relevant criteria	Evaluate the campaign elements, creative message and media mix with some of the relevant criteria	Failed to evaluate the campaign elements, creative message and media mix against relevant criteria
Good Verbal Communication skills in Presentation	Clear presentation of subject analysis, marketing concepts and discussion of strategy with team work and energy, original and creative approach	Covered key elements of IMC framework and appropriate use of headline and visuals	Lack of clarity, failed to adhere to IMC framework, no eye contact, failed to use pauses, voice not clear, exceeded time limit
Total (20)			

Additional Comments:

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Individual Final Project PLLG6 and CLLG 1-4

Traits	Very Good (2)	Satisfactory (1)	Unsatisfactory (0)
Ability to Analyze mkt. segments and Formulate effective Brand Positioning	Brand proposition well defined with unique end user motivational drivers in Perceptual map against competition and sustainable marketing target	Brand proposition fairly well defined with specific Marketing Target	Brand proposition unclear; Marketing Target undefined; lack of definition with competition
Ability to identify SWOT	Comprehensive analysis of both the macro & micro-marketing environment with CDI/BDI, market share, distribution penetration or equivalent parameters with prioritized issues	Cover both the macro & micro-marketing environment with relevant factors	Macro or Micro-marketing analysis incomplete, citing irrelevant or uncontrollable factors
Ability to set SMART MC objectives	Establish SMART objectives driven by marketing intent derived from SWOT	Objectives linked to marketing intent derived from SWOT	Lack of linkage between Objectives & prioritized SWOT issues
Ability to formulate effective IMC strategies	Comprehensive IMC strategies which include: creative strategy and media selection against marketing intent; demonstrated understanding of customer buying process considerations.	Deployed IMC strategies fairly well against marketing intent	Lack of linkage of between strategies and marketing intent
Ability to develop effective implementation plan and Budget	Justified the budget based on market value potential, consideration of competition and brand development status as well as detail implementation schedule	Established budget justification and implementation schedule	Lack of detail schedule nor budget
Ability to formulate effective Evaluation & Control measures	Measure execution with comprehensive informational, Attitudinal and Behavioral parameters before, during and after program execution when appropriate	Measure execution impacts with relevant parameters	Lack of evaluations
Good Communication skills in Report Writing	Clear presentation of subject analysis, marketing concepts and discussion of strategy	Covered key elements of IMC framework	Lack of clarity, failed to adhere to IMC Framework
Total (20)			

Additional Comments:

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Rubrics for Final examination
PLLG6 - Students are able to think critically

Traits	Very Good (2)	Satisfactory (1)	Unsatisfactory (0)
Demonstrate understanding of the topic by identifying the key elements or relevant issues in the question	Demonstrates the ability to construct a clear and insightful problem statement or analysis approach with evidence of all relevant contextual factors.	Demonstrates the ability to construct a problem statement or analysis approach with evidence of most relevant contextual factors in adequate details.	Demonstrates a limited ability in identifying a problem statement or related contextual factors.
Apply the relevant theoretical framework, governing principles to the analysis and problem solving process by considering alternative approaches	Identifies multiple approaches for solving the problem or conduct the analysis that is relevant and address the specific context.	Identifies only a single approach for solving the problem or conduct the analysis that is relevant and address the specific context.	Identifies one or more approaches for solving the problem or conduct the analysis but they are irrelevant or failed to address the specific context.
Support the recommended solution based on stated criteria and assumptions with underlying quantitative facts, figures or qualitative reasons than subjective opinion or preference	Discussion of solution is deep and elegant, contains thorough and insightful explanation, based on logic/ reasoning, examines feasibility of solution, and weighs impacts of solution with awareness of alternative assumptions and recognition of its limitation.	Discussion of solutions is adequate and based on logic/ reasoning, examines feasibility of solution, and weighs impacts of solution with a single assumption without recognition of its limitation.	Discussion of solutions is superficial such as subjective opinion or preference instead of based on logic/ reasoning, examines feasibility of solution, and weighs impacts of solution.
Articulate the solution or answer in appropriate way and relevant format	Complete the task(s) by choosing a format, language, or graph (or other visual representation) in ways that enhance meaning, making clear the interdependence of language and meaning, thought, and expression.	Complete the task(s) by choosing a format, language, or graph (or other visual representation) to explicitly connect content and form, demonstrating awareness of purpose and audience.	Failed to complete the task(s) in an appropriate form as specified.
Total (50)			

Additional Comments

Tentative Course Schedule (L1)

In this class, we will cover the following topics. This schedule is tentative and is subject to change over the course of the semester. It is the responsibility of the student to always double-check assignment due dates.

WEEK	TOPIC	CHAPTER	NOTES
1 (16 Jan)	The Evolution and the Business of Advertising and the Concept of IMC	1-3	
	Basic Marketing Concepts in Advertising: Segmentation, the Marketing Mix, and Environment	4	
2 (23 Jan)	Basic Marketing Concepts in Advertising: Segmentation, the Marketing Mix, and Environment (Continued)	4	Online CONNECT assignments (scopes: chapters 5 – 16) available from this week
3 (30 Jan)	Communication and Consumer Behavior	5	
4 (6 Feb)	Marketing, Advertising, and IMC Planning and Research	6, 7	Group formation must be reported to the instructor by the end of this week (9 Feb).
5 (13 Feb)	No class (Public Holiday- Fourth Day of the Lunar New Year)*		
6 (20 Feb)	Creating ads: Strategy and Process	8	
7 (27 Feb)	Creative Execution: Art and Copy	9	
8 (5 Mar)	Group Exercise: Making an Ad	N/A	This exercise is a group activity. Everyone should participate in the exercise and each group should submit their ad samples.
9 (12 Mar)	Media Planning and Buying	14	
10 (19 Mar)	Traditional Media: Print Advertising, Broadcast Media, Out of Home, Direct Mail & Promotion, etc.	10, 11, 13	
11 (26 Mar)	Modern Advertising: Digital Interactive Media	12	
12 (2 Apr)	Other IMC Tools (1): Direct Marketing and Packaging and Sales Promotion	15	
13 (9 Apr)	Other IMC Tools (2): Public Relations and Sponsorship	16	
14 (16 Apr)	Review, Q&A Session	-	
15 (23 Apr)	Show and Tell Presentation		<p>Presentation slides must be submitted to the Moodle, <i>30 minutes before</i> the class starts.</p> <p>Individual final project (if applicable) due by 26 Apr.</p>