

ADMS | **Advanced Diploma in Management Studies Programme**

Course Name	: Advertising and Integrated Marketing Communications
Course Code	: 91
Basic Course / Optional Course / Compulsory Course	: Optional Course
QF Level	: 4
No. of QF Credit	: 9
Mode of Tuition	: Sectional approach
Class Contact Hours	: 30 hours

Brief Course Description

The course provides a comprehensive overview of advertising and promotion from an integrated marketing communications (IMC) perspective. A primary goal of the course is to shift the perceptual focus of students from an audience to a creator of advertising and promotion strategies for businesses. An appreciation of how each of the key subjects involving competitive positioning, market research, and media planning influences the effectiveness of an advertiser's campaign would be developed. Students can learn to appreciate how mass advertising be coordinated with direct marketing, sales promotion, public relations, personal selling and marketing on the internet to create value, image and sales for a brand.

Objectives

1. To recognize the roles of consumer behavior, creative strategies, the communication process, market research, and program evaluation tools in designing effective advertising and promotion programs.
2. To develop a clear understanding of the basic elements of the marketing communication processes.
3. To understand the differences among the various objective-setting and budgeting methods, and the rationale behind different creative strategies.
4. To learn about the different elements of an integrated marketing communication mix.
5. To describe the advantages and limitations of different broadcast media (e.g., television, radio), print media (e.g., magazines, newspapers), support media (e.g., outdoor advertising), direct marketing (e.g., postal mail), and interactive media (e.g., the Internet) that are used in advertising and promotion.
6. To become familiar with the social, ethical and economic aspects of advertising and promotion.

Course Intended Learning Outcomes (CILO)

Upon completion of the course, students should be able to:

CILO 1 : analyze the target audience;

CILO 2 : set advertising and promotion objectives to meet organizational goals;

CILO 3 : describe the advantages and disadvantages of various media;

CILO 4 : discuss the pros and cons of different elements of an integrated marketing communications mix; and

CILO 5 : identify and evaluate the ethical, legal and social issues involved in advertising and promotion.

Measurement of Learning Outcomes

1. Case studies analysis, group project and examinations are used to assess the students' understanding of the concepts and principles learnt in the class and to test students' ability to independently conduct scenario analysis and develop integrated marketing communication strategies and plans. [CILO 1, 2, 3, 4, 5]
2. Case studies and group project are also used to assess students' abilities to analyze practical business problems and make recommendations by applying of such learning to diagnosis an organization's business and advertising and promotion strategies and coming up with integrated marketing communication strategy recommendations. Through the IMC case studies and comprehensive project, students are assessed on their extent of understanding on the use of market research and analysis to make informed decisions over the subsequent development of both creative and media strategies. [CILO 1, 2, 3, 4, 5]
3. Class activities such as role-play, class discussions and videos watching foster interactions among students and instructors. Students are expected to attend classes and participate intellectually and thoughtfully in discussions regarding integrated marketing communication strategy formulation and recommendations. [CILO 1, 2, 3, 4, 5]

Indicative Content

1. Introduction to Integrated Marketing Communications ("IMC")
The Role of IMC in the Marketing Process
The Tools for IMC – Promotional Mix
The IMC Planning Process
2. Marketing Research
Marketing Research Process
Types of research input for creative process
Marketing Research Approaches

3. Consumer Behaviour
Consumer Decision-Making Process
Consumer Learning Process
Consumer Behaviour in developing promotional strategies
4. Communication Process
Communication Model
Response Process and the Effects of Advertising
Factors affecting communication process and customer responses
5. Communication Objective
Types of Communication Objectives
Value and Determinants for setting IMC Objectives
Measures of Communication Effectiveness
6. Media Planning and Strategy
Concepts in Media Planning
Media Plan Development
Implementation of Media Strategies
7. Evaluation of Media
IMC Media Tools
Role of different Media
Advantages and Disadvantages of various Media
8. Direct and Digital Marketing
Role of Direct and Digital Marketing in the IMC Program
Advantages and Disadvantages of Direct and Digital Marketing
Evaluation of Effectiveness of Direct and Digital Marketing
9. Promotion Planning and Strategy
Role of Sales Promotion, Public Relations, Publicity and Corporate Advertising
Process of Sales Promotion, Public Relations, Publicity and Corporate Advertising
Effectiveness
Evaluation of Effectiveness of Sales Promotion, Public Relations, Publicity and Corporate Advertising

Teaching Method / Class Activities

Two case studies and one group project are designed to complement the class learning as well as discussion process. Each assignment consists of an oral presentation and a written analysis. In addition, there is a cumulative final examination. At the end of the term, there is a two-hour written examination which will contain case study and essay type questions.

Students are encouraged to participate in class discussions and class assignments. Occasionally, students will also be required to conduct “informal” exercises related to the understanding of Advertising & Integrated Marketing Communications principles and strategies. However, one will lose participation marks for low attendance, consistent lateness and disturbing behaviour.

Final examination and individual assignment are compulsory, and must be taken on the scheduled dates. No books or notes are allowed during the examination and quiz.

Grades will be computed on a numerical scale and converted to letter grades at the end of the course. Numerical values for the final examination, continuous assessment and participation are as follows:

Weighting of Assessments:

Class Discussion and Participation	5%
Case Studies and Presentation:	
- Individual Case Analysis and Recommendations	10%
- Team-based Case Presentation	10%
Group Project and Presentation	25%
Final Examination	50%
Total	100%

Textbook

Belch, G.E. & Belch, M.A., 2015. *Advertising and promotion an integrated marketing communications perspective, global edition*. 10th ed. Singapore: McGraw-Hill Education.

NOTIONAL LEARNING HOURS (NLHs) AND QF CREDIT OF THE COURSE

		Learning outcomes	Contact hours (a)	Self-study hours (b)	Total hours (a+b)
Learning and teaching activity					
1	Lecture	CILO 1,2,3,4,5	23	46	69
2	Tutorial				
3	Practical work (laboratory, workshop, etc.)				
4	Online, distance and blended learning				
5	Internship / placement / fieldwork				
6	Others				
Assessment					
7	Exercise (case studies and presentation)	CILO 1,2,3,4,5	2	4	6
8	Project (group project and presentation)	CILO 1,2,3,4,5	4	8	12
9	Test / examination / assessment activities	CILO 1,2,3,4,5	2		2
10	Others (class discussion)	CILO 1,2,3,4,5	1	2	3
Total NLHs					92
QF credit = Total NLHs/10					9