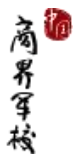




PHBS

北京大学汇丰商学院



Course Code

Integrated Marketing Communications

Module 3, 2019-2020

Course Information

Instructor: Shubin Yu

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Office Hour: 13:30 – 15:30 (Tue. & Fri.)

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Phone:

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Classes:

Lectures:

Venue: PHBS Building, Room

1. Course Description

1.1 Context

Integrated marketing communication (IMC) is a process that links different marketing communication elements together. IMC enables marketers to reach the target audience with the consistent message via appropriate messaging channels. In this course, different marketing communication tools (advertising, public relations, online communication, brand placement, etc.) will be introduced and studied. Students will learn the feature of each tool and how to integrate different marketing communication tools into a marketing communication campaign to advance an organization's success and brand equity. In this course, we focus on the communication aspect of IMC instead of the strategic marketing management aspect. Therefore, this course will involve many theories on persuasive communication such as the Elaboration Likelihood Model.

1.2 Textbooks and Reading Materials

Textbook:

Pelsmacker, P. de, Geuens, M., & Van den Bergh, J. (2017). Marketing communications: a European perspective (6. ed). Harlow: Pearson.

Recommended reading:

Schultz, D. E. (Ed.). (2011). The evolution of integrated marketing communications: the customer-driven marketplace. London: Routledge.

Kapferer, J.-N. (2012). The luxury strategy: break the rules of marketing to build luxury brands. London ; Philadelphia: Kogan Page.

Journal articles:

Academic papers from marketing and communication journals will be used throughout this course.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes, students are required to produce a final report.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes, students are expected to actively participate in the class discussion and present their group project.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes, relevant theories on persuasive communication will be introduced.
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

After completing this course, students should be able to:

1. Understand the feature of different instruments of the marketing communications mix.
2. Make an IMC plan.
3. Apply relevant theories to analyze and evaluate an IMC campaign.
4. Understand new technologies as a marketing communication channel, its successful factors and limitations.

2.3 Assessment/Grading Details

Subject	Percent of Grade
Attendance and participation	15%
Group project and assignment	55%
Final write-up	30%

Students are required to read assigned materials before the class in order to actively participate in the class discussion. Attendance and participation in discussion account for 15% of the final grade.

For the group project, students will be randomly divided into several groups. Each group needs to make a detailed IMC plan for a company and present their plan. Experts from the industry will be invited to evaluate the IMC plan. Each group is also required to complete 2-3 assignments.

For the final write-up, students should write a literature review (around 2,000-3,000 words) of recent developments in marketing communications.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

This course consists of 36 teaching hours. Each session takes up 2 hours. In each session, the instructor will follow the framework of each chapter of Pelsmacker's book*. Relevant theories, papers, and cases will be introduced and discussed in the class. Students need to participate in the discussion and group assignments. Here are the 18 sessions of this course.

Session 1: Introduction to Integrate Marketing Communications (Chapter 1, 2)

This session will introduce the basic concept, the development, relevant theories, and cases about Integrate Marketing Communications. Students will also get an overview of the instruments of the marketing communications mix.

Session 2: The Underlying Mechanism of Marketing Communications (Chapter 3, 4)

In this session, we will take a close look of the underlying mechanism of Marketing Communications by studying classic models like Hierarchy-of-effects models and the Elaboration Likelihood Model.

Session 3: To Standardize or Localize? (Chapter 1)

Session 3 will extend IMC in a global context. The Hofstede's cultural model and other cross-cultural marketing theories will be discussed in this session. Students will learn how to employ the tool developed by Hofstede when making cross-cultural marketing decisions. Students should be able to understand what cross-cultural marketing communications mean, and their organizational implications.

Session 4: Advertising Part 1 (Chapter 5)

This session will introduce the most important marketing communication tool, advertising, including the definition, types, appeals, celebrity endorsement, etc.

Session 5: Advertising Part 2 (Chapter 5, 7)

Following the previous session, this session will help the student to apply the theory to analyse and evaluate current advertising campaigns of some brands.

Session 6: Online communication Part 1 (Chapter 6)

Session 7: Online communication Part 2 (Chapter 6)

These two sessions will compare different types of online communication tools (i.e., short videos, social media, app, personalized ads, email ads, etc.) and explore the success factor.

Session 8: Public relations Part 1 (Chapter 10)

Session 8 will focus on the role of public relations in companies' marketing communication activities. The strengths and weaknesses of public relations will be discussed in the class. Relevant theories about risk and crisis communication will also be introduced.

Session 9: Public relations Part 2 (Chapter 10)

Session 9 will focus on crisis communications and strategic communication. Students will learn some relevant theories such as Coombs' Situational Crisis Communication Theory.

Session 10: The first presentation of the group project

In this session, each group needs to give a preliminary IMC plan for the company, including the introduction of the company, situation analysis, STP, etc. Feedback will be given to the student to improve their IMC plan.

Session 11: Brand Activation (Chapter 8)

Students will learn about the various types of brand activation (sales promotions, point-of-purchase communication and experiential approaches) and their objectives.

Session 12: Direct Marketing (Chapter 9)

The session 12 will focus on another marketing communications tool, Direct Marketing.

Session 13: Sponsorship (Chapter 11)

Session 14: Brand Placement (Chapter 11)

Session 13 and 14 consists of two marketing communications tools, sponsorship and brand placement. For sponsorship, students will learn not only how sponsorship works, but also the effect of different types of sponsorship, namely event-related sponsorship, broadcast sponsorship, cause-related sponsorship and ambush marketing.

Session 15: Exhibitions and trade fairs (Chapter 12)

This session will deal with the role of exhibitions and trade fairs in marketing communications. Students will learn about the objectives and target groups of trade fairs and exhibitions.

Session 16: Luxury Marketing

This session will focus on marketing communications for luxury brands, e.g., the anti-law marketing strategy. Many cases and papers regarding luxury marketing will be discussed in this session.

Session 17 & Session 18: Final presentation of the group project

In this session, each group needs to present their final IMC plan in front of a panel of 6-7 experts from the industry.

*Note: Pelsmacker, P. de, Geuens, M., & Van den Bergh, J. (2017). Marketing communications: a European perspective (6. ed). Harlow: Pearson.

4. Miscellaneous

n/a