



Integrated Marketing Communications Module 4, 2023-2024

Course Information

Instructor: Soojin Roh, Ph.D.

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Office Hours: Monday & Thursdays 10:30am– noon; Wednesdays 10:30–11:30am; email for appointment

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Office Hours: TBD

Classes:

Lectures: Mon & Thursday 8:30 – 10:20am

Venue: TBD

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 target audiences with a consistent message via diverse messaging channels. In this course, different marketing communication tools (advertising, public relations, online communication, brand placement, etc.) will be introduced - students will learn the feature of each and how to integrate them into a marketing communication campaign to ensure an organization's success and advance brand equity. In this course, we focus on the *communication* aspect of IMC rather than the strategic marketing management perspectives.

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.

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)
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		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 class participation (individual)	30%
Mini assignments toward final group project (team)	30%
Final presentation & write-up (team)	40%

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 30% of the final grade.

For the group project, students will be divided into several groups. Each group needs to make a detailed IMC plan for a company and present their plan. Each group is also required to complete a few mini assignments toward the final presentation.

For the final write-up, students should write a literature review (around 10-15 pages, double-spaced) of recent developments in marketing communications. No plagiarism! (See 2.4)

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

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.

Topics
[Apr 22] Session 1: Intro & Class Review
[Apr 25 & May 6] Session 2 & 3: Basic Principles of IMC & Branding: Chapter 1 & 2
[May 9 & 13] Session 4 & 5: The Underlying Mechanism of Marketing Communications: Chapter 3 & 4
[May 16 & 20] Session 6 & 7: Advertising: Chapter 5 & 7
[May 23] Session 8: Online Communication: Chapter 6
[May 27] Session 9: Pitch your ideas & Consultation
[May 30] Session 10: Market Analyses – Know where you are, know your rivals

[June 3 & 6] Session 11 & 12: Public Relations: Chapter 10
[June 12] Session 13: First Presentation of the Group Project
[June 13] Session 14: Sponsorship & Brand Placement: Chapter 11
[June 17] Session 15: Brand Activation & Direct Marketing: Chapter 8 & 9
[June 20] Session 16: To Standardize or Localize?
[June 24] Session 17: Luxury Marketing & Remaining Questions
[June 27] Session 18: Final Presentation & Final Write-up Submission

NOTE: The instructor reserves the right to make changes to this timeline and the course.

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