

INTEGRATED MARKETING COMMUNICATION

Course Syllabus

1. General Information

Course name: **Integrated marketing communication**

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructor 1: Msc. Nguyen Bao Ngoc Email: ngocnb@ptit.edu.vn

Instructor 2: Msc. Nguyen Thi Thanh Mai; Email: maittt@ptit.edu.vn

2. Objectives

The aim of this unit is to provide learners a strong theoretical background in marketing communications along with a practical understanding of how the elements in a marketing communications plan can help marketers achieve their objectives. On this course, the key concept is the integration of marketing tools which has been highlighted in marketing communication.

3. Abstract

The effective use of integrated marketing communication is a fundamental requirement for any business seeking to succeed in the modern business world. As they progress through the unit, learners will build up their understanding of advertising and promotion, which they can use to plan an integrated marketing communication program for a business or product.

The unit introduces learners to the wide scope of marketing communications and how the communications process operates. It includes a study of current trends and the impact that digital age has had on marketing communications. Learners will explore the marketing communications industry and how it operates. They will also develop some knowledge of how the industry is regulated to protect consumers.

Advertising and other IMC tools are core components in the development of an integrated marketing communications program. This unit covers both in detail. Learners will be introduced to the theory, as well as the practice, that is fundamental to understanding advertising and other IMC tools and how they can be used to their greatest effect.

On completion of this unit learners will be able to plan an integrated marketing communication for a business or product. This will include budget formulation, creative and media selection, and how to measure the effectiveness of the plan.

4. Teaching and learning methods

Lectures:	34h
In class discussion & practice:	10h
Individual reading:	1h

5. Prerequisites

Principles of marketing

6. Learning Outcomes

On successful completion of this unit a student will:

- 1) Understand the concept of integrated marketing communications
- 2) Understand how to plan an integrated marketing communication program.
- 3) Evaluate the integrated communication tools in marketing communication
- 4) Understand how to evaluate an effective IMC program

7. Assessment Criteria

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass the student can:
LO1. Understand the concept of integrated marketing communications (IMC)	<ul style="list-style-type: none"> - explain the definition of IMC - understand the role of IMC in marketing process - follow the process of an IMC program - understand the context of IMC changes in digital age.
LO2. Understand how to plan an integrated marketing communication program	<ul style="list-style-type: none"> - Analysis an IMC program situation - Explain consumer behaviors and their power in IMC programs. - Identify the communication process and its elements - Analysis objectives and budgeting for IMC

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass the student can:
	<p>programs</p> <ul style="list-style-type: none"> - Understand the creative strategy: planning, implementation and evaluation - Explain the media strategy and planning
LO3: Evaluate the integrated communication tools in marketing communication	<ul style="list-style-type: none"> - Evaluate the integration of media vehicles into IMC programs - To understand the integration of promotional techniques into IMC programs - To understand how to create the media mix in an IMC program.
LO3: Evaluate an effective IMC program	<ul style="list-style-type: none"> - Understand reasons for and against measuring the effectiveness of promotional programs. - Analyze the tools and processes available for assessing promotional program effectiveness. - Understand the limitations of current methods for measuring advertising effects. - Apply different methods of measuring effectiveness of other promotional programs.

8. Outlines

Chapter 1. The concept of IMC

- 1.1. Definition of IMC
- 1.2. Role of IMC in marketing process
- 1.3. IMC changes in digital age
- 1.4. The process of an IMC program

Chapter 2. IMC situation analysis

- 2.1 Organizing for advertising and promotion: the role of ad agencies and other marketing communication organizations.

2.2 Consumer empowerment and behaviors

Chapter 3. The communication process and its elements

- 3.1 The nature of communication
- 3.2 Basic model of communication
- 3.3 The response processes
- 3.4 Source factors
- 3.5 Choosing a celebrity endorser
- 3.6 Message factors
- 3.7 Channel factors

Chapter 4. Objectives and budgeting on IMC programs

- 4.1. The value of objectives
- 4.2. Determining IMC objectives
- 4.3. DARMAR: An approach to setting objectives
- 4.4. Problem in setting objectives
- 4.5. Budgeting

Chapter 5. Creative strategy: Planning, Implementation and Evaluation

- 5.1. The importance of creativity in Advertising
- 5.2. The concept of advertising creativity
- 5.3. The creative process
- 5.4. Creative strategy development
- 5.5. Appeals and execution styles
- 5.6. Creative tactics

Chapter 6. Media planning and strategies

- 6.1. An overview of media planning
- 6.2. Developing the media plan:
- 6.3. Market analysis and target marketing identification
- 6.4. Establishing media objectives
- 6.5. Developing and implementing media strategies
- 6.6. Evaluation and follow up

Chapter 7. Integrated marketing tools

- 7.1. Advertising, sale promotion
- 7.2. Direct marketing
- 7.3. Public relations, Publicity and corporate advertising

Chapter 8. Evaluation of media

- 8.1. Broadcast and print media
- 8.2. Support media
- 8.3. Internet media

Chapter 9. Measurement of an integrated marketing communication program

- 9.1. Conducting research to measure advertising
- 9.2. The testing processes
- 9.3. Establishing a program for measure advertising effects
- 9.4. Measuring the effectiveness of other program elements

Chapter 10. Social, ethic and regulatory aspects affect on IMC programs

- 10.1. Social, ethical and regulatory aspects affects on IMC programs
- 10.2. Social and ethical criticisms of advertising
- 10.3. Regulation

9. Required Textbooks

Belch and Belch (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective- 11th Edition*. McGraw-Hill/

10. Suggested Textbooks

Belch, George E.; Belch, Michael A.; Kerr, Gayle; Waller, David; Powell, Irene H.(2020), *Advertising: An integrated marketing communication perspective- 4th edition*. McGraw-Hill Australia

11. Schedule

Slot number	Main contents	Specific contents and activities	Student's tasks before and after class
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1	Chapter 1: The concept of IMC	<ul style="list-style-type: none"> • Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria • Definition of IMC <ul style="list-style-type: none"> - Role of marketing - Integrated marketing communications - Definitions of IMC - Role of IMC in branding - Promotional mix: The Tools for IMC <p><u>Activities:</u> Discuss the differences between two concepts: “marketing” and “integrated marketing communication”</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading the course’s syllabus • Reading Chapter 1, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.2-41</i>
2	Chapter 1: The concept of IMC	<ul style="list-style-type: none"> • Role of IMC in marketing process <ul style="list-style-type: none"> - Marketing strategy and Analysis - The target marketing process - Developing a positioning Strategy - Developing the marketing planning program - The role of Advertising and promotion • IMC changes in digital age <ul style="list-style-type: none"> - Changed society - Empowered consumers - Disrupted marketers <p><u>Activity:</u> Discuss the characteristics of IMC changes in Vietnam</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 2, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.42-67</i>
3	Chapter 1: The concept of IMC	<ul style="list-style-type: none"> • The process of an IMC program <ul style="list-style-type: none"> -Review the marketing plan -Promotional program situation analysis -Analysis of the communication process -Budget determination 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 1, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.31-37</i>

		<ul style="list-style-type: none"> -Developing the IMC program -Monitoring, evaluation and control <p><u>Activity:</u></p> <p>Discuss why is it important for those who work in marketing to understand and appreciate all the various integrated marketing communications tools and how they can be used effectively?</p>	
4	Chapter 2: IMC situation analysis	<ul style="list-style-type: none"> • Organizing for advertising and promotion: the role of ad agencies and other marketing communication organizations. <ul style="list-style-type: none"> - Overview participants in the IMC process - The Client's role - Advertising agencies - Agency compensation - Specialized services <p><u>Activity:</u></p> <p>Give examples of organizations which provide other supporting services in Vietnam</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 3, <i>Advertising and promotion: an integrated marketing communications perspectives, 11th edition</i>, p.68-109
5	Chapter 2: IMC situation analysis	<ul style="list-style-type: none"> • Consumer empowerment and behaviors: <ul style="list-style-type: none"> - Overview of consumer behavior - The consumer decision making process - Consumer learning process <p><u>Activity:</u></p> <p>Discuss which factors impact on consumer behaviors in digital changes.</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 4, <i>Advertising and promotion: an integrated marketing communications perspectives, 11th edition</i>, p.110-141
6	Chapter 3: Analyze communication process	<ul style="list-style-type: none"> • The communication process and its elements: <ul style="list-style-type: none"> - The nature of communication - Basic model of communication 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 5, <i>Advertising and promotion: an</i>

		<ul style="list-style-type: none"> - The response processes <p><u>Activity:</u> Discuss the value to marketers of using a cognitive response approach to analyze consumers' reactions to and processing of their advertising messages.</p>	<i>integrated marketing communications perspective, 11th edition, p.142-181</i>
7	Chapter 3: Analyze communication process	<ul style="list-style-type: none"> • The communication process and its elements (cont.): <ul style="list-style-type: none"> - Source factors - Choosing a celebrity endorser - Message factors - Channel factors <p><u>Activity:</u> Discuss the pros and cons of using humor as the basis for an advertising appeal. Find an example of an advertising message that uses humor and evaluate its effectiveness.</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 6, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.182-219</i>
8	Chapter 4: Objectives and budgeting on IMC programs	<ul style="list-style-type: none"> • Objectives and budgeting for IMC programs: <ul style="list-style-type: none"> -The value of objectives - Determining IMC objectives - DARMAR: An approach to setting objectives - Problem in setting objectives - Budgeting <p><u>Activity:</u> Discuss why communications measures may be better to use than sales or market share objectives when developing the IMC plan</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 7, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.220-263</i>
9	Chapter 5: Creative strategy: Planning, Implementation and Evaluation	<ul style="list-style-type: none"> • Creative strategy: Planning, Implementation and Evaluation <ul style="list-style-type: none"> - The importance of creativity in Advertising - The concept of advertising creativity - The creative process - Creative strategy development - Appeals and execution styles 	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 8,9, <i>Advertising and promotion: an integrated marketing communications</i>

		<p>- Creative tactics</p> <p><u>Activity:</u></p> <p>Discuss the role and importance of creativity in advertising. Do you think advertising agencies often emphasize creativity at the expense of developing ads that can help generate sales for a product or service? What can clients do to avoid this problem?</p>	<p><i>perspective, 11th edition, p.264-299</i></p>
10	<p>Chapter 6: Media planning and Strategies</p>	<ul style="list-style-type: none"> • Media planning and strategies - An overview of media planning - Developing the media plan: - Market analysis and target marketing identification - Establishing media objectives - Developing and implementing media strategies - Evaluation and follow up <p><u>Activity:</u></p> <p>The media landscape is rapidly changing. Explain what is meant by this statement. Then discuss some of the reasons why this is occurring. What can traditional media do to continue to exist?</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 10, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.338-375</i>
11	<p>Chapter 7: Integrated marketing communication tools</p>	<ul style="list-style-type: none"> • Evaluation of IMC tools: - Advertising, sale promotion <p><u>Activity:</u></p> <p>Give examples of advertising and sale promotion</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 11, 12, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.376-451</i>

12	Chapter 7: Integrated marketing communication tools	<ul style="list-style-type: none"> • Evaluation of IMC tools: <ul style="list-style-type: none"> - Direct marketing - Personal selling <p><u>Activity</u></p> <ul style="list-style-type: none"> - Give examples of direct marketing - Distinguish direct marketing and advertising 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 13, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition</i>, p.478-497 <p>After class:</p>
13	Chapter 7: Integrated marketing communication tools	<ul style="list-style-type: none"> • Evaluation of IMC tools: <ul style="list-style-type: none"> - Public relations, Publicity and corporate advertising <p><u>Activity</u></p> <ul style="list-style-type: none"> - Give examples of PR • Compare the role of PR, advertising. 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading Chapter 15, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition</i>, p.498-531
14	Mid-term test		
15	Chapter 8: Evaluation of media	<ul style="list-style-type: none"> • Evaluation of media: <ul style="list-style-type: none"> - Broadcast and print media <p><u>Activity</u></p> <ul style="list-style-type: none"> • Discuss about pros and cons of broadcast and print media 	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 16, <i>Advertising and promotion: an integrated marketing communications perspective, 11th</i>

			<p><i>edition, p.532-578</i></p> <ul style="list-style-type: none"> • Read Chapter 12, <i>Advertising: an integrated communication marketing spective</i>, p.421-440 <p>After class: Discuss case study</p>
16	Chapter 8: Evaluation of media	<ul style="list-style-type: none"> • Evaluation of media: <ul style="list-style-type: none"> - Support media <p><u>Activity</u></p> <ul style="list-style-type: none"> • Give example of some advertising in support media 	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 14, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition</i>, p.478-497 <p>After class:</p> <ul style="list-style-type: none"> • Discuss case study
17	Chapter 8: Evaluation of media	<ul style="list-style-type: none"> • Evaluatin of media (cont.) <ul style="list-style-type: none"> - Internet media <p><u>Activity</u></p> <p>Discuss about the development of internet media in Vietnam context</p>	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 17, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition</i>, p.578-609
18	Chapter 8: Evaluation of media	<ul style="list-style-type: none"> • Evaluation of media (cont.) <ul style="list-style-type: none"> - Internet media <p><u>Activity</u></p> <ul style="list-style-type: none"> • Discuss about the development of 	<p>Before class:</p> <p>Read Chapter 17, <i>Advertising and promotion: an integrated marketing</i></p>

		internet media in Vietnam context	<i>communications perspective, 11th edition, p.578-609</i>
19	Chapter 9: Monitoring, evaluation and control	<ul style="list-style-type: none"> Measurement of an IMC program <u>Activities:</u> Find some tools to measure IMC program's index	Before class: <ul style="list-style-type: none"> Reading Chapter 18, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.610-651</i>
20	Chapter 10: Social, ethical and regulatory aspects affects on IMC programs	<ul style="list-style-type: none"> Social, ethical and regulatory aspects affects on IMC programs Social and ethical criticisms of advertising Regulation <u>Activity:</u> Do young people support advertising regulations?	Before class: <ul style="list-style-type: none"> Reading Chapter 6, <i>Advertising and promotion: an integrated marketing communications perspective, 11th edition, p.155-180</i>
21	Special topic discussion	<ul style="list-style-type: none"> International promotion and marketing - The importance of international marketing - The Roles of Other Promotional-Mix Elements in International Marketing - Decision Areas in International Advertising <ul style="list-style-type: none"> <u>Activity:</u> Discuss on a case study 	Before class: <ul style="list-style-type: none"> Reading case study and prepare discussion
22	General review and Q&A session	<ul style="list-style-type: none"> Review the course Q&A 	

12. Grading Policy

	Assignment	Importance
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1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 14th slot, students will be given a case study/a scenario with some relevance to the integrated marketing communication topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in integrated marketing communication in a real case in order to become familiar with the reality of integrated marketing communication activities.

The group research assignment requires student to work with other members in an assigned group to conduct a real integrated marketing communication plan and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). They will be required to design and execute an integrated marketing communication plan that addresses multiple aspects of the chosen or assigned scenario/real firm. As a result of the group project, each group must deliver a research report and present it. Due to the time limitation, only 3-4 groups are chosen to present in class on the 19th, 20th slots. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to integrated marketing communication in the course.