

Lingnan University, Hong Kong
MIB602 - Integrated Marketing Communications
2023 - 2024 Term II

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1. COURSE OBJECTIVES AND LEARNING OUTCOMES

Consumers are the focus of marketing communication for products, services, and ideas. Taking a consumer perspective, this course aims to equip students with the theoretical and practical appreciation of the role of integrated marketing communications (IMC) in today's business environment. Based on research evidence, students will identify issues related to consumers and media usage, and the roles of marketing communication on consumer behaviours.

2. LEARNING GOALS

By the end of the course, students should be able to:

1. Explain the characteristics of consumers and the communications that target consumers;
2. Identify various factors that influence consumers' responses to marketing communications;
3. Select appropriate creative, media, and communication strategies to appeal to the target consumers;
4. Develop a socially responsible attitude to marketing communications to the consumers.

3. TEXTBOOK & OTHER MATERIALS

1. Lecture notes and online readings
2. Textbook: George E. Belch & Michael A. Belch, *Advertising and Promotion, An Integrated Marketing Communications Perspective*, Global Edition, McGraw-Hill Irwin.
3. Cialdini, R. B. (2007), *Influence: The Psychology of Persuasion*. New York: Collins.
4. Recommended reading: Chan, K. (2010), *Youth and Consumption*. City University of Hong Kong Press, Hong Kong.
5. Academic journals: *Journal of Consumer Research*; *Journal of Consumer Psychology*; *Journal of Personality and Social Psychology*; *Journal of Advertising*; *Journal of Advertising Research*; *International Journal of Advertising*

4. MEASUREMENT OF LEARNING OUTCOMES

The coursework requirements for this course are listed in the following table:

<i>Coursework</i>	<i>Weight (%)</i>	<i>Nature of Activity</i>
Persuasion skit	5	Group (peer-assessed)
Final project (oral presentation + written report)	35 (15% + 20%)	Group (peer-assessed)
Final examination	50	Individual
Class Participation	10	Individual

1. GROUP PROJECTS (i.e., PERSUASION SKIT & FINAL PROJECT)

a) Team Formation

Each student will join a group. Each team consists of 5 students. In the same group, students will work together for persuasion skit as well as final project. You are also expected to manage your group activities effectively and efficiently.

Students need to form a team by themselves. Please email the instructor with the grouping results. When you write the email, please include the class name in the subject (e.g., **MIB602**) and then list both student name (also nickname) and ID in the message. You are also required to send the instructor a group photo containing all members in it. Please do so by 29 January. You will be randomly assigned to a team if you missed the deadline. No group swapping is allowed once it is confirmed. Students are required to sit together with their group members to facilitate discussion within group.

In order to recognize individual contributions in team activities, and to prevent free-loading problems, team evaluation results may be used to adjust team grades in calculating the final individual grades – when it becomes necessary. You will be asked to complete the peer evaluation form after the persuasion skit and after the completion of the final project, respectively.

b) Persuasion Skit

Each team will be randomly assigned to read a chapter from the best-selling book: **Influence: The Psychology of Persuasion** by Robert Cialdini. Based on the assigned chapter, each group will prepare and perform a **5-minute skit** in front of the class. The skit should be funny and informative. It should clearly convey the basic principles discussed in the assigned chapter (you should not assume that the audience has read the chapter covered by your group). The purpose of this exercise is to teach the class some basic concepts used in personal selling in a fun and memorable way.

c) Final Project

Each team will choose a local company/organization **in Mainland China and/or Hong Kong** and identify their communication problems and develop the IMC plan to solve them.

- We specifically focus on a local company/organization since students can get a more access to the company information (e.g., getting information beyond what students can get from the company webpage).
- Please submit the company/organization (brand) choice to investigate by 15 March. If several teams happen to choose the same company, the priority will go to the team that submits the topic earlier (first come, first served). That is, other teams have to change the brand.
- In the middle of this semester, each team should submit the progress report by 29 March. This progress report per se will not be graded but the late submission will be penalized. The progress report submission is mandated to help students pace development of the project.
- At the end of this semester, each team will make an oral presentation and submit a written report within one week after each group's presentation.

The project has two central components. The first, an oral presentation to the classmates and the instructor. The second component is a written report, should detail the specific aspects of the marketing analysis and decisions and integrated marketing communications planning. The presentation should cover the highlights of the defined plan. More details will be explained in the separate project guideline.

Oral presentations will run at end of this semester. Each team will be required to make an oral presentation of the report in class. The presentation should take about 20 minutes and a further 5 minutes for a question-and-answer session. Teams should use visual aids such as tables and graphs or PowerPoint, and should refrain from reading off scripts during the presentation. Presentations must be professional and the presentation will be graded on how well students articulate and present their ideas. All team members should involve in the presentation.

The written report should contain a title page, table of contents, executive summary, report contents (Parts 1, 2, & 3), references, and any necessary appendices (e.g., Figures; Tables). Use this written report to clarify any issue left from the oral presentation and make any necessary improvement from what students learn at the oral presentation. The report should not exceed 12 pages, single-spaced, typed (12 pitch Times New Roman font) text. This page limit does not include title page, executive summary, table of contents, references, and appendix materials.

Submission of written report: Please submit the soft copy to the submission tab in our course Moodle page within a week after each group's presentation date by 23:59.

Peer evaluation: Individual student's grade for the project may be adjusted based on peer evaluation score.

2. FINAL EXAMINATION

This is a close-book test with multiple choices and essay questions. These will test the understanding of the materials covered in class and how students can apply this knowledge to analyze and develop IMC programs to achieve marketing and communication objectives. Students must bring their student ID to the exam, otherwise students will not allow to take the exam.

The examination will cover the contents that are taught and learned during the classes. Students may regard the textbook as a dictionary. It can help students review the content of marketing more systematically. However, students are not required to remember every detail from the textbook. The examination will be administered during the designated date and time to be announced. Being absent from the examination is highly discouraged.

3. CLASS PARTICIPATION

Attendance is required for this class. Proofs are required for medical leave. However, class participation is expected beyond simply sitting in a classroom. Individual student's contribution to the class such as participation in in-class discussions and exercises, and providing useful and quality comments, questions and answers that are relevant to the class topics will be counted for the class participation.

5. ACADEMIC INTEGRITY

Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

6. COURSE COMMUNICATION

Continuous improvement requires continuous communication between all participants. The success of this course depends upon our communication. Please let the instructor know throughout the semester any suggestions for improvement through any channel appropriate to students.

- Students can directly communicate with the instructor before/after the class, or during the office hours.
- Students can easily reach us and get back from us by emailing the instructor graceoh@LN.edu.hk.

7. OTHER IMPORTANT THINGS TO NOTE

- A significant portion of examinable materials is not covered in the textbook or supplemental readings. Thus, attendance at classes will make a significant difference in students' learning and performance.
- Except for the class-purpose, the use of cell phones, laptops, tablet PCs, or other electronic devices is strictly prohibited.

8. SUBJECT TO CHANGE DISCLAIMER

The lecture topic dates are approximate. The material, including the schedule and evaluation procedures is subject to change in the event of extenuating circumstances. Such changes while not anticipated are possible. The instructor reserves the right to change anything in the syllabus at any time and for any reason.

**MIB602 - INTEGRATED MARKETING COMMUNICATIONS
CONTENT & SCHEDULE (TENTATIVE)**

Class	In-Class Activity	Chapters	Notes
Jan 15	Overview of the Course. Introduction to IMC	1	
Jan 22	IMC and Basic Marketing Concepts: Environment (Situation Analysis), Segmentation, and Marketing Mix	2	
Jan 29	Consumers and Communication	4-6	Group formation deadline (Jan 29)
Feb 5	No Class (Chinese New Year Break)		Happy Chinese New Year!
Feb 12	No Class (Chinese New Year Break)		
Feb 19	IMC Planning and Evaluation of Effectiveness	7, 18	
Feb 26	Ad Creation Workshop (1): Strategy	8, 9	Bring a laptop for in-class exercise. (Not graded)
Mar 4	Ad Creation Workshop (2): Creativity		
Mar 11	Media Strategy, Implementation, and Evaluation	10-13	Submission of the group presentation topic by Mar 15
Mar 18	IMC in a Digital Era	15	
Mar 25	Other IMC Tools (1): Direct Marketing and Sales Promotions	14, 16	Submission of the group progress report by Mar 29
Apr 1	No Class (Easter Monday)		Happy Easter!
Apr 8	Group Persuasion Skit (Topic to be assigned); Other IMC Tools (2): Public Relations, Publicity, and Corporate Advertising	Influence; 17	All group members are required to participate in Skit.
Apr 15	Class Review, Q&A		
Apr 22	Final Project Presentation I		All team members should participate. The written report should be submitted within 1 week after the presentation.
Apr 29	Final Project Presentation II		