



**International Business Management Program  
Faculty of Business Administration  
First Semester, Academic Year 2014**

**I. Course Code: MK 314**

Course Title: Integrated Marketing Communications

Course Type: Major Elective

Number of Credits: 3(3-0-6)

Prerequisite: MK 109

Class Time: Tuesday/Thursday 9.30 – 11.00

Course website: <https://sites.google.com/site/payapmk314>

**II. Course Description**

The role and importance of integrated marketing communications, application of tools and theory, methods to be used in communication. Ability to budget, do media planning, implementation, evaluation and conduct proper ethics in media.

**III. Instructor: Ann Kathrin Hassenburs**

Position: Full time Instructor

Email: **xxxx**

Telephone: +66 (0)53-851-478 ext. 7214

**IV. Course Objectives**

Upon completing this course, students should be able to:

- Identify the major components of an IMC campaign and be familiar with the advantages and disadvantages of IMC components
- Understand how the IMC program is being used by advertisers and marketers
- Develop skills in analyzing actual business situations and problems
- Develop an IMC plan and propose an integrated promotional effort.
- Make effective promotion decisions and adopt necessary skills of an effective promotion manager.

**V. References**

**Required:**

Belch, Belch (2012), *Advertising and Promotion, An Integrated Marketing Communications Perspective*, global edition.

**Supplemental reading:**

Relevant articles from business publications and journals can be brought in by students for weekly class discussions.

## **VI. Expectations**

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.
2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. The course website should be accessed regularly to follow postings and schedule changes.

## **VII. Course Policies**

### **1. Academic Honesty**

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

### **2. Handing in Assignments**

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

### **3. E-mail**

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

### **4. Attendance**

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early (15 minutes) will be counted as late and three will equal an absence. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

### **5. Disruptions to class**

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (Ipads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

## VIII. Course Assessment Scheme

### Class Discussion and Participation – Individual (20%)

Your grades will be based on evaluation of your participation in class. Each one of you is expected to contribute to class discussions. This includes preparation for class by reading the text and presenting your opinions of materials covered in class. Questions, comments and participation in discussions are encouraged. Not coming to class **will not** negatively affect your grade but restrict your opportunity to positively affect your grade. Students who arrive late or leave early (15 minutes) will be counted as late and three will equal an absence. Every student is responsible for all material covered in class when absent.

Students who miss more than 80% of the classes will not be eligible to take the final examination.

### Quizzes – Individual (10%)

The quizzes are a concept check in preparation of the group project and individual case study (50 multiple choice questions in 70 minutes). Quiz 1 will cover chapters 1-2, 4-8 while quiz 2 will cover chapters 9-13. Each chapter will have a relatively equal number of questions that will be in chapter order.

### Pitch-presentation on Integrated Marketing Communications Plan – Individual (15%)

This presentation will be the kick-off for the group project. The students are expected to come up with a first idea of how to promote the IBM program at Payap University. The presentation should identify marketing communication issues, target audiences, communication objectives and a brief creative strategy as well as provide a justification for the recommendations. The best ideas will be chosen by the students and will be used for the group project.

### Integrated Marketing Communications Plan – Group work (40%)

This assignment involves students working in groups to create an Integrated Marketing Communications Plan for the IBM program at Payap University based on the first ideas from the individual presentations using the material covered over the course of the semester. This includes a written report as well as a group presentation both due in the last week of the semester.

### Case study Presentation– Individual (15%)

This presentation is based on a case study assigned by the instructor. The students are expected to present a detailed and analytical summary of the case study and answer any questions. The assignment will require critical thinking skills as well as knowledge gained from the course. The objective of this assignment is to show the students' ability to apply the theory which has been taught in class to a real life situation.

## IX. Course Grading & Requirements

Class grading will be based on points in the following distribution (Percent):

Participation	20%
Quizzes	10%
Kick –off Presentation IMC plan	15%
IMC Plan	40%
Case study presentation	15%
<b>Total</b>	<b>100%</b>
<b>Individual</b>	<b>(60%)</b>
<b>Pair work / Group</b>	<b>(40%)</b>

## X. Evaluation Criteria

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

## XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class or/and posted on the course website.

Date/ Week	Topic	Assignments	Due
5.8. (1)	Introduction, ice breakers Setting the scene – Where do you stand?		
7.8. (1)	- Introduction to IMC Planning  - Target Marketing  - Market Segmentation  -Positioning	<b>Required reading:</b> Belch, Belch: Chapter 1: An introduction to IMC  Belch, Belch: Chapter 2: The role of IMC in the Marketing process	
12.8. (2)	no class H.M. the Queen' Birthday (Holiday)		
14.8 (2).	Consumer Behaviour	<b>Assignment Task I:</b> Kick-off presentation IMC Plan <b>Required reading:</b> Belch, Belch: Chapter 4: Perspectives on Consumer Behaviour	
19.8 (3).	- Communication process - Source, Message, Channel Factors	<b>Required reading:</b> Belch, Belch: Chapter 5: The Communication Process  Belch, Belch: Chapter 6: Source, Message and Channel Factors	
21.8 (3).	Setting objectives and budgeting	<b>Required reading:</b> Belch, Belch: Chapter 7: Establishing objectives and Budgeting for the Promotional Program	
26.8. (4)	Individual IMC Plan kick-off presentations		<b>Assignment Task I:</b> Kick-off presentation IMC Plan, slides+notes 15%
28.8 (4).	Individual IMC Plan kick-off presentations	<b>Assignment Task II:</b> IMC Plan Group Work Written report and final group presentation	
2.9. (5)	Creative Strategy	<b>Required reading:</b> Belch, Belch: Chapter 8: Creative Strategy: Planning and Development	

<b>Date</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
4.9 (5).	Quiz I		Quiz I (Chapter 1-2; 4-8) 5%
9.9 (6).	Quiz review		
11.9 (6).	Creative Strategy	<b>Required reading:</b> Belch, Belch: Chapter 9: Creative Strategy: Implementation and Evaluation	
16.9 (7).	Case study "Mazda"	<b>In- class assignment:</b> Read "Mazda" Case Study and answer questions to discuss in class <b>Assignment Task III:</b> Individual Case Study Presentation	
18.9 (7).	Strategic Media Planning	<b>Required reading:</b> Belch, Belch: Chapter 10: Media Planning and Strategy	
23.9. (8)	Case Study presentations		<b>Assignment Task III:</b> Individual case study presentation + notes 15%

25.9. (8)	Case study presentations Mid-Term feedback		
<b>Midterm Examination Period</b> 29.9. – 4.10. 2014			
7.10 (9).	Media channels: TV and radio	<b>Required reading:</b> Belch, Belch: Chapter 11: Evaluation of Media: TV and radio	
9.10 (9).	Media Channels: Print	<b>Required reading:</b> Belch, Belch: Chapter 12: Evaluation of Print Media Belch, Belch: Chapter 13: Support Media	
14.10 (10).	Support Media	<b>Required reading:</b> Belch, Belch: Chapter 13: Support Media	
16.10 (10).	Quiz II		Quiz II (Chapters 9-13) 5%
21.10 (11).	Quiz review		

<b>Date</b>	<b>Topic</b>	<b>Assignments</b>	<b>Due</b>
23.10 (11).	No class Chulalongkorn Memorial Day (holiday)		
28.10 (12).	- Direct Marketing - Questions on group project	<b>Required reading:</b> Belch, Belch: Chapter 14: Direct Marketing	
30.10 (12).	Social and ethical aspects on advertising	<b>Required reading:</b> Belch, Belch: Chapter 20: Evaluating the social, ethical, and economic aspects of Advertising and Promotion	
4.11 (13).	Internet and Interactive Media	<b>Required reading:</b> Belch, Belch: Chapter 15: The internet and interactive media Belch, Belch: Chapter 16: Sales Promotion	
6.11 (13).	Sales Promotion	<b>Required reading:</b> Belch, Belch: Chapter 16: Sales Promotion	
11.11 (14).	PR and Publicity	<b>Required reading:</b> Belch, Belch: Chapter 17: PR, Publicity and Corporate Advertising	
13.11 (14)	Measuring effectiveness of promotions	<b>Required reading:</b> Belch, Belch: Chapter 18: Measuring the effectiveness of the Promotion program	
18.11 (15).	Final Group presentations IMC plan		<b>Assignment Task II:</b> IMC Plan  (written report 25% and group presentation 15%)
20.11 (15).	Final Group presentations IMC plan		
Final Examination Period  24.11. – 6.12. 2014			