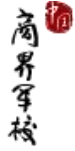




PHBS

北京大学汇丰商学院



Integrated Marketing Communications Module 4, 2025-2026

Course Information

Instructor: Soojin Roh, Ph.D.

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Office Hour: Mondays & Thursdays 8:00am – 9:30am; Wednesdays 10am – 11am; or email for appointment

Teaching Assistant: TBD

Phone:

Email:

Classes:

Lectures: Mondays & Thursdays 10:30am – 12:20pm

Venue: PHBS Building, Room **TBD**

1. Course Description

1.1 Context

Course overview:

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.

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
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	YES
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
	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	Percentage of Grade
Attendance and class participation (individual)	30%
Mini assignments toward final group project (team)	30%
Final presentation & write-up (team)	40%

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.

AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

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

3. Topics, Teaching and Assessment Schedule

Topics
Session 1: Intro & Class Review
Session 2 & 3: Basic Principles of IMC & Branding: Chapter 1 & 2
Session 4 & 5: The Underlying Mechanism of Marketing Communications: Chapter 3 & 4
Session 6 & 7: Advertising: Chapter 5 & 7
Session 8: Online Communication: Chapter 6
Session 9: Pitch your ideas & Consultation
Session 10: Market Analyses – Know where you are, who you are
Session 11 & 12: Public Relations: Chapter 10
Session 13: First Presentation of the Group Project
Session 14: Sponsorship & Brand Placement: Chapter 11
Session 15: Brand Activation & Market Trend Report: Chapter 8 & 9
Session 16: To Standardize or Localize?
Session 17: Luxury Marketing & Remaining Questions
Session 18: Final Presentation & Final Write-up Submission

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