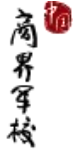




**PHBS**  
北京大学汇丰商学院



# Course Code

## Integrated Marketing Communications

### Module 6, 2018-2019

#### Course Information

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**Instructor: Shubin Yu**

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Office Hour: 14:00 – 17:00 (Tue. & Fri.)

**Teaching Assistant:**

Phone:

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**Classes:**

Lectures: 09:00 – 12:00 (Tue. & Fri.)

Venue: PHBS Building, Room 420/421

## 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 the target audience with the consistent message via appropriate messaging channels. In this course, different marketing communication tools (advertising, public relations, online communication, brand placement, etc.) will be introduced and studied. Students will learn the feature of each tool and how to integrate different marketing communication tools into a marketing communication campaign to advance an organization's success and brand equity. In this course, we focus on the communication aspect of IMC instead of the strategic marketing management aspect. Therefore, this course will involve many theories on persuasive communication such as the Elaboration Likelihood Model.

### 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 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. Apply relevant theories to analyze and evaluate an IMC campaign.
3. Understand new technologies as a communication channel, its successful factors and limitations.

## 2.3 Assessment/Grading Details

Subject	Percent of Grade
Attendance and participation	15%
Group project	35%
Final write-up	50%

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 15% of the final grade.

For the group project, students will be divided into several groups (3-4 students per group). From the fourth session, each group needs to present a case corresponding to the topic of that session. Also, each student needs to fill out a peer evaluation form to evaluate other group members. The final score of the group project depends on the quality of the presentation and the peer evaluation received from other group members.

For the final write-up, students can choose one of the two topics: (1) A literature review of recent developments in marketing communications; (2) A case study of an integrated marketing communication campaign with in-depth analyses.

## **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**

This course consists of 36 teaching hours. Each session takes up 3 hours.

Session 1: Introduction to Integrate Marketing Communications (Chapter 1, 2)

This session will introduce the basic concept, the development, relevant theories, and cases about Integrate Marketing Communications. Students will also get an overview of the instruments of the marketing communications mix.

Session 2: The Underlying Mechanism of Marketing Communications (Chapter 3, 4)

In this session, we will take a close look at the underlying mechanism of Marketing Communications by studying classic models like Hierarchy-of-effects Models and the Elaboration Likelihood Model.

Session 3: To Standardize or Localize? (Chapter 1)

This session will extend IMC in a global context. The Hofstede's cultural model and other cross-cultural marketing theories will be discussed in this session. Students will learn how to employ the tool developed by Hofstede when making cross-cultural marketing decisions. Students should be able to understand what cross-cultural marketing communications mean, and their organizational implications.

#### Session 4: Advertising (Chapter 5, 7)

This session will introduce the most important marketing communication tool, advertising, including the definition, types, appeals, celebrity endorsement, etc.

#### Session 5: Online Communication (Chapter 6)

This session will compare different types of online communication tools (i.e., social media, app, personalized ads, email ads, etc.) and explore the success factor.

#### Session 6: Public Relations (Chapter 10)

Session 6 will focus on the role of public relations in companies' marketing communication activities. The strengths and weaknesses of public relations will be discussed in the class. Relevant theories about risk and crisis communication will also be introduced.

#### Session 7: Brand Activation and Direct Marketing (Chapter 8, 9)

At the first part of this session, students will learn about the various types of brand activation (sales promotions, point-of-purchase communication, and experiential approaches) and their objectives. The second part will focus on another marketing communications tool, Direct Marketing.

#### Session 8: Sponsorship and Brand Placement (Chapter 11)

Session 8 consists of two marketing communications tools, sponsorship, and brand placement. For sponsorship, students will learn not only how sponsorship works, but also the effect of different types of sponsorship, namely event-related sponsorship, broadcast sponsorship, cause-related sponsorship, and ambush marketing.

#### Session 9: Recent Technologies for Marketing Communications

This session will introduce recent technologies for marketing communications such as Virtual Reality, Augmented Reality, Machine Learning and discuss their advantages and disadvantages.

#### Session 10: Luxury Marketing

Session 11 will focus on marketing communications for luxury brands, e.g., the anti-law marketing strategy. Many cases and papers regarding luxury marketing will be discussed in this session.

#### Session 11 & 12: Case Studies

The last two sessions of this course will be case studies. Students will go through many case studies of different types of brands/products (e.g., Fast-moving consumer good, startups). Students will learn how different marketing communications tools are integrated.

## **4. Miscellaneous**