

Course Outline

MK317: INTEGRATED MARKETING COMMUNICATIONS

Semester 1/2024 (August 15 – December 2, 2023)

Number of Credit: 3 credits (3-0-6)

Prerequisite: Curriculum **2018**: MK312

Course Description:

With an increasingly diverse consumer lifestyle and advanced communication technology, this course is designed to develop concepts, principles, and approach of integrated marketing communications in order to answer the marketing challenge. The content covers integrated marketing communications plan in terms of message and contact point (digital and physical) integration, and evaluation, based on the understanding of consumer and brand, especially brand positioning.

Course Objectives:

1. For the students to understand the concept and process of Integrated Marketing Communications (IMC.)
2. For the students to determine the IMC strategy.
3. For the students to put the strategy into implementation.
4. For the students to analyze the real-world IMC strategy and implementation.

Class Time and Logistic

Class day: Tuesday

Class time: 13.00 – 16.00 hrs

Meeting Platform: Room 303, Faculty of Economics

Class facebook group: 2567-1 IMC_BE

<https://www.facebook.com/groups/1520813385504809>

Instructor:

Name: Associate Professor Dr. Alisara Charinsarn

Office Hours: By appointment

Email: alisara@tbs.tu.ac.th

Contact: Please contact the instructor the Email alisara@tbs.tu.ac.th or Facebook Group (Contact via other emails, and Facebook Message may not be contacted back. Please contact via the channels provided)

For contacting our class or group communication, please contact in class or via Facebook Group (not other channels such as Microsoft Team).

Recommended Texts & Materials

1. Class handout
2. The new marketing paradigm. By Don E. Schultz, Stanley I. Tannenbaum and Robert F. Lauterborn
3. Advertising and Promotion : An Integrated Marketing Communication Perspective, Eighth edition. By George E. Belech & Michael A. Belch

Suggested Readings:

1. Integrated Advertising, Promotion, and Marketing Communications, thirteenth edition. By Kenneth E. Clow and Donald Baack
2. IMC : The Next Generation by Don E. Schultz, Heidi F. Schultz, McGraw-Hill.
3. Marketing Communications. By Lynne Eagle, Stephan Dahl, Barbara Czarnecka and Jenny Lloyd
4. Strategic Integrated Marketing Communications. By Larry Percy
5. Integrated Marketing Communication. By David Pickton & Amanda Brodericky, Prentice Hall.
6. Marketing Management, 13th Edition. By Phillip Kotler & Kevin L. Keller
7. Other resources such as www.adage.com, www.adweek.com

Grading Criteria:

1	Attendance (5), Participation (Quantitative 5% + Quality of answer or bonus 5%)	15%
2	Assignment and Workshop (See detail at the end of this document)	25%
3	Term Project and Presentation • Client presentation: 10 points • Agency presentation: 10 points	20%
4	Final Exam	40%

Important notes from the instructor

1. Each student is responsible for checking the accuracy of his/her data e.g. class ID in google sheet, his/her participation score etc. If that is any discrepancy, the student must record/correct the data and inform the teacher and class leader (via email) within the same day.
2. Students who miss more than 4 classes will not be allowed to take the final examination.
3. The instructor expects each student to contribute to his/her group work. Additionally, the instructor encourages each student in the group to take turn to present on behalf of the group.
4. Those who do not contribute to the group work or contribute at a low level, their assignment/workshop and term project score will be calculated based on their group participation level. The group participation level will be determined by the average score given by other group members. Should the group decides to have peer evaluation for all group members, the group representative must verbally notify the instructor and everyone in the group by the fourth class, and inform in written via email by the 6th class (emailing the instructor, and CC all group members.)
5. Students are expected to pay attention to class, participate in the class discussion, check class facebook group, and submit their work by the deadline throughout the class. There will not be additional assignment given to these students.
6. Please observe the withdrawal period.
7. There will not be a separate exam session. Please check the exam date in this outline.
8. For students who intend to register for this course, you are expected to participate in class regularly from the first class as the teaching content is needed for your future work and for the exam.
9. Your grade will be announced via the closed facebook group. If you have any question, please contact the instructor via alisara@tbs.tu.ac.th within 3 days from the announcement date.

How we live and learn together: Online Class

1. In on-site class, display your name tag "Classs ID_Name". If we need to have online class, rename your name to be "Classs ID_Name". Turn on your camera and mute your voice when not participating.
2. When participating in, please mention your name "your number in the registration sheet_first name (nick name)".
3. Do not share any part of the class (including slide and VDO) outside our class.
4. Learn and have fun together!

Expected Learning Outcomes:

	1. Morality and Ethics	Expected Learning Outcomes
N/A	1.1 Possess honesty, sacrifice, self-, social-, and environmental responsibility .	
N/A	1.2 Value "sufficiency" theory and adapt it in life path by adhering to adequacy, rationale, and immunity development .	
N/A	1.3 Value disciplines, respect, and comply with the rules and regulations of the institution and society at large.	
●	1.4 Acquire knowledge related to business morality and ethics, and be able to handle ethical dilemma with integrity .	Understand the importance and knowledge of practicing IMC with moral, ethic, and integrity.
	2. Knowledge	Expected Learning Outcomes
N/A	2.1 Acquire knowledge on and understand the important concepts in business management .	
N/A	2.2 Acquire knowledge on and understand the important social and science concepts related to business management .	
●	2.3 Acquire knowledge on and understand the important concepts related to business processes, planning, corporate structures, operations, control, performance evaluation and contingency plan to suit the circumstances .	Understand the essence of Integrated Marketing Communications planning process
N/A	2.4 Acquire the knowledge on academic advancement and	

	professional development in business management including the understanding of the situational adaptability and its impacts on business .	
	3. Intellectual Development	Expected Learning Outcomes
●	3.1 Be able to search and process information and utilize various concepts appropriately in a given circumstance in order to obtain relevant information to benefit in the rapidly changing business environment	Understand how to search and evaluate information from multiple sources, so that the students would earn information that is beneficial for the Integrated Marketing Communications planning
A	3.2 Be able to think systematically, rationally and creatively and to integrate knowledge from other disciplines to solve the problems in business and other settings .	
N/A	3.3 Be able to collectively propose solutions to problems at hand and analyze the impacts of the proposed solutions and be able to choose the solution that is appropriate to a given situation to ensure business competitive advantages .	
	4. Interpersonal Skills and Responsibilities	Expected Learning Outcomes
N/A	4.1 Be able to work in team, possess interpersonal skills and leadership skills, and be professionally adaptive to a given situation .	
●	4.2 Be creative and constructively criticize to solve problem of the team .	Able to constructively criticize the IMC work.
N/A	4.3 Be responsible in lifelong learning to develop self and professional career.	
	5. Quantitative Analysis, Communication and Information Technology	Expected Learning Outcomes
N/A	5.1 Be able to apply mathematics, statistics, quantitative analysis in analyzing and making decisions in business and daily life .	
N/A	5.2 Be able to efficiently communicate in Thai and foreign languages that are relevant in doing business .	

●	5.3 Be able to explain the issues and make the issues clear in verbal or writing, and be able to choose the appropriate pattern of communication for different groups of audience both in business context and in other contexts .	Able to identify IMC issue, and communicate the issue and the objective in writing; and understand how to use the appropriate message and channel to fit the audience.
N/A	5.4 Be able to utilize the information technologies or others to support the business operations.	

Tentative Class Schedule:

Session/ Date & Time	Topics	Activities/Text & Materials/ Media
#1: 15/08	IMC Overview IMC Concept	- Explain course overview - Schultz ch 1, Belch ch 1, - Class discussion - Class handout
#2: 22/08	Starting IMC	- Schultz ch 2, Belch ch 2 - Class discussion - Class handout
#3: 29/08	Starting IMC (Cont.) Random assignment administration The communication process	- Schultz ch 2, Belch ch 2 - Belch chapter 7, 5, 6 - Class discussion and workshop - Class handout
#4: 05/09	Objective Setting	- Belch ch 7 - Class discussion and workshop - Class handout
#5: 12/09	Message	- Belch ch 6, - Class discussion and workshop - Class handout
#6: 19/09	Creative	- Belch ch 8-9 - Class discussion and workshop - Class handout
#7: 26/09	Term Project Clinic	- Class discussion and workshop - Class handout
	Mid-term week 01/10 – 08/10	-
#8: 10/10	Term Project: Client Presentation	- Group presentation - Class discussion
#9: 17/10	Media terminology, strategy, and planning	- Belch ch 10 - Class discussion and workshop - Class handout
#10: 24/10	Marketing Technology for successful IMC How Talk-of-the-town brand tell their story	- Student Presentation
#11: 31/10	How Talk-of-the-town brand tell their story (Cont.)	- Belch ch 14, 16, 17 - Class discussion and workshop

Session/ Date & Time	Topics	Activities/Text & Materials/ Media
	Sustainable branding and IMC	- Class handout
#12: 07/11	IMC Platform	- Belch ch 14, 16, 17 - Class discussion and workshop - Class handout
#13: 14/11	Term Project: Agency Presentation	- Group presentation - Class discussion
#14: 21/11	IMC Research: Exploring – Measuring - Optimizing	- Belch ch 18 - Class discussion and workshop - Class handout
#15: 28/11	Q&A Comprehensive Exam (Closed book) <i>Venue: Computer Room, Floor 4, Faculty of Economics</i> Connecting today and in the future Consumer signaling Closing	

Note: The schedule above could be adjusted as appropriate.

Assignment/workshop

	Assignment	Class	Type	Points (%)
1	Message: Find examples (More detail in the prior class)	Message	Assignment	1
2	Creative Workshop	Creative	Workshop	5
3	Marketing plan and implementation (tactics) Lucky Draw: Two groups do 3.1 and two groups do 3.2 (Maximum 8 minutes/group)	IMC IN THE REAL WORLD		4
3.1	How talk-of-the-town brand tell their story: Find and present a talk-of-the-town brand and/or a brand with compelling/ outstanding brand story telling. The topics to present includes 1) Brand positioning 2) IMC and 3) contact point management; as well as analyzing the Key Success Factors (of how they become talk-of-the-town) and points that can be improved further (if any).		Assignment	
3.2	Influencer marketing: Pick one successful brand that use influencers. Analyze the brand and its key competitors in terms of influencer marketing. Present this brand in comparison with its key competitor(s) as follows: 1) The brand's strategy and tactics in using influencers. 2) What is the brand's key success factors in using influencers 3) The brand's outcome in using influencer marketing		Assignment	
4	Marketing 2024 and beyond Lucky Draw: One group does 4.1, one group does 4.12, two groups do 4.2 (Maximum 8 minutes/group)	IMC IN THE REAL WORLD		4
4.1	Marketing Technology for successful IMC: 4.11 Generative AI: What is it? How can marketers benefit from it? What are the examples?		Assignment	

	Assignment	Class	Type	Points (%)
	4.12 IMC in the (third party) cookie-less world Lucky Draw: One group does only one of the above bullet point.			
4.2	Sustainable branding and IMC: Find a brand has a focus on sustainable branding and IMC. Present 1) Brand positioning 2) IMC and 3) contact point management; as well as analyzing the Key Success Factors and points that should be improved. In order for you to get a good grade for this assignment, do not just choose any brand with CSR activities. I recommend that you choose a brand with a sustainable DNA – creating and communicating sustainability (in terms of economy, ethics, environment, society, and health/well-beings of consumers and stake holders.)		Assignment	
5	Public Relations (PR) Challenge	Platform	Workshop	4
6	DM creative work	Platform	Workshop	2
7	The 'Why – What – When – Where – How' IMC Research framework	IMC Research	Workshop	2
8	Others (Open assignment. To be announced.)			3

Outline/requirement for Term Project: Client Presentation (10%)

From your situational analysis including

- Environment/ situational analysis (Macro, Micro environment -- only what's relevant to this project): Including desk research (e.g. consumer review) from the internet
- Brand positioning Key competitor analysis (focus on their positioning, IMC)

Each group is to present

- Brand positioning (Target, USP, RTB); (Please follow template. See Mountain Dew example in Starting IMC class)
- Consumer behavior input for IMC: Qualitative research with minimum 8 target consumers – Make it deep and insightful!
 - Insight (please see 3-slide question check list from class#2)
 - A day in life
- AVATAR model (quantitative research)
- Key issue/ Challenge
- SMART IMC objective
- Key message

Outline/requirement for Term Project: Agency Presentation (10%)

Guideline for agency presentation (creative, media, and platform plan): My suggestion is

1) Quick recap of the client brief. (so that we would know if the implementation answers the brief)

1.1) Positioning

1.2) Challenge and objective

1.3) Key message

2) Overview: using Gantt chart

1.1) The top row is the time line from Jan - Dec (You can make it weekly under the monthly head)

1.2) The second row is the key activities e.g. launch/ relaunch, other activities that relates to the brand e.g. Valentine's, Summer, Back-to-school, Mother's Day, etc. (depending on the nature of your brand)

1.3) The First colum is the media and platform

3) Creative work in different media; detail of each platform
