



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK331 Integrated Marketing Communications

Semester 2/2013 (January 13 –May 3, 2014)

Number of credits	3 credits (3-0-6)
Lecture Time:	Monday 8-11AM
Lecture Venue:	Room 203 Faculty of Economics
Instructor:	Massimiliano La Franca
	Email: maxlafranca@gmail.com
	Office hours: Monday after class or by appointment

Course Description

A study of integrated approach in marketing communication. This course is designed to develop concepts, principles and methods of marketing promotion and communication. Topics discussed cover planning, develop communication strategies, media strategy, factors influencing media selection and social media..

Prerequisites: MK311 Marketing and communication foundation

Course Objectives

- 1) Become familiar with the process related to the development of integrated communication campaigns
- 2) Develop first hand a multichannel integrated campaign through an actual case study.

Main Text:

"Advertising and Promotion: an integrated marketing communications perspective - global edition 9th"
G. Belch – M. Belch

ISBN 978-007-131440-4

Other Recommended Books:

Books, articles, blogs and websites will be proposed to students throughout the course

Teaching Plan:**Class Schedule**

Class	Date	Topics
1	20/01	IMC: course outline – the big picture
2	27/01	Marketing – Communication – IMC
3	03/02	Path to purchase
4	10/02	Communication models
5	24/02	Different types of responses to communication
6	10/03	Case study
7	17/03	Integrated communication brief
8	24/03	Writing communication concepts
9	31/03	Different types of executions – judging comms
10	7/04	Media planning
11	21/04	Digital and social media
12	28/04	Case study
Please note: this plan is for reference, actual dates (esp. for case study) might change.		

Course Evaluation

Type of evaluation	Evaluation Method	Evaluation date
1) Participation and case study presentation	Teacher evaluation (25% of total result)	Throughout the year
2) Mid-term exam	Written exam (25% of total result)	March 3-8, 2014
3) Final written exam	Written exam (50% of total result)	Before May 6-21, 2014

Important Dates

Class Begins	January 13, 2014
Adding and Dropping Course	January 13-27, 2014
Midterm Exam Period	March 3-8, 2014 (No Lectures)
Midterm Exam	March 3, 2014 ; 09.00 – 10.30 AM
Course Withdrawal with “W”	March 19-24, 2014
Class Ends	May 3, 2014
Final Exam	May 8, 2014 ; 09.00 AM - noon