

**B.E. International Program
Faculty of Economics
Thammasat University**

Course Outline

Course Title: MK319 Integrated Marketing Communications

Semester: Semester 2/2016

Section:

Prerequisite: MK311

Course Description:

A study of the integrated approach in marketing communications. This course is designed to develop concepts, principles, and methods of marketing promotion and communication. Focus is on developing an integrated marketing communications plan in terms of message and contact point management in order to answer the market challenge, based on consumer understanding (outside-in approach) and the understanding of brand, especially brand positioning. Topics discussed cover planning, media strategy, factors influencing media selection, media mix strategy, media testing and evaluation, and communication strategies that are consistent with other marketing strategies.

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 Venue:

Date: Thursday

Time: 2:00 – 5:00 p.m.

Venue: Faculty of Economics, Taprachan campus

Instructor:

Name: Assistant Professor Dr. Alisara Charinsarn

E-mail: alisara@tbs.tu.ac.th

Course Co-ordinator:-

Teaching Assistant: -

Main Texts:

1. Class handout
2. Advertising and Promotion : An Integrated Marketing Communication Perspective, Tenth edition. By George E.Belech& Michael A.Belch
3. Integrated Advertising, Promotion, and Marketing Communications, seventh edition. By Kenneth E. Clow and Donald Baack

Required readings/ course materials:

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

Suggested readings:

1. IMC : The Next Generation by Don E.Schultz, Heidi F.Schultz, McGraw-Hill.
2. Marketing Communications. By Lynne Eagle, Stephan Dahl, Barbara Czarnecka and Jenny Lloyd
3. Strategic Integrated Marketing Communications. By Larry Percy
4. Integrated Marketing Communication. By David Pickton& Amanda Brodericky, Prentice Hall.
5. Marketing Management, 13th Edition. By Phillip Kotler& Kevin L. Keller
6. www.pmalink.org.
7. www.targeting.com.
8. www.adage.com.
9. www.adweek.com.
10. www.adasiaonline.com
11. www.mediacentral.com.
12. www.adintrend.com
13. www.positioningmag.com
14. www.kosanathai.com
15. www.brandchannel.com
16. <http://directmag.com/>
17. www.creativemag.com
18. www.ragan.com

Grading:

Final Examination	40 %
Assignment and Workshop	25 %
Term Project	25 %
Attendance and Participation	10 %
Total	100%

Tentative class schedule

Session/Date & Time	Topics	Activities/ Text & Materials/ Media
#1: 19/01	IMC Overview IMC Concept	- Explain course overview - Schultz ch 1, Belch ch 1, Clow & Baack ch 1 - Class discussion - Class handout
#2: 26/01	Starting IMC	- Schultz ch 2, Belch ch 2, Clow & Baack ch 2 - Class discussion - Class handout
#3: 02/02	Objective Setting	- Belch ch 7, Clow & Baack ch 5 (p.142-144 Hierarchy of effects) - Class discussion and workshop - Class handout
#4: 09/02	Budget The communication process	- Belch chapter 7, 5, 6 Clow & Baack ch 1 (p.23-25 SMCR), ch 5 (p.144-147 Ad th.: means-end th, verbal-visual image), ch 6 (p.193-200 source & spokesperson) - Class discussion and workshop - Class handout
#5: 16/02	Assignment/Workshop 1 : Group Presentation	- Group presentation - Class discussion
#6: 23/02 (22-28/02 Univ Sp)	Creative Strategy	- Belch ch 8, Clow & Baack ch 6 - Class discussion and workshop - Class handout
#7: 02/03 (06-11/03 mid term)	Creative Implementation	- Belch ch 9, Clow & Baack ch 6, ch 5 (p.147-149 e.g. threshold effects, diminishing returns, carryover, wear-out, and decay effects; p.161-164 creative brief) - Class discussion and workshop - Class handout
#8: 16/03	Media terminology, strategy, and planning	- Belch ch 10, Clow & Baack ch 5, 7, 8, 9 - Class discussion and workshop - Class handout
#9: 23/03	Sales Promotion	- Belch ch 16 Clow & Baack ch 12 - Class discussion and workshop - Class handout
#10: 30/03 (public holiday 6, 13 Apr) ^(11/04 Songkran break)	Public Relations	- Belch ch 17 Clow & Baack ch 13 - Class discussion and workshop - Class handout

#11: 20/04	Engaging with Consumers in the Marketing 4.0 era	- Guest Speaker (to be confirmed): K. Wanee Ruttanaphon, Chairman, IPG Mediabrands
#12: 27/04	Digital and New Media Direct Marketing	- Belch ch 14, Clow & Baack ch 8, 9, 11 - Class discussion and workshop - Class handout
#13: 04/05	IMC Measurement	- Belch ch 18, Clow & Baack ch15 - Class discussion and workshop - Class handout
#14: 11/05	Term Project Presentation	- Group presentation - Class discussion
#15: (TBC)	Term Project Presentation (Cont. – TBC)	- Group presentation - Class discussion
	Final Exam: Tue 16 May at 13.00-16.00	

Important notes from the instructor

1. Students who miss more than 4 classes will not be allowed to take the final examination.
2. Those who miss more than 4 classes will receive a lower proportion of the assignment and workshop scores compared to other group members.
3. The instructor expects each and every student to dedicate to the 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.
5. Students are expected to pay attention to class, participate in the class discussion, check class facebook group, and submit their work throughout the class. There will not be additional assignment given to these students.
6. Please observe the withdrawal period.