



B.E. International Program

Faculty of Economics, Thammasat University



Course Outline

MK 331 Integrated Marketing Communications

Semester: 2/2011 (January 9 – April 29, 2012)

Instructor: Acharn Massimiliano La Franca

Lecture Time: Saturdays, 09.00 – 12.00 hrs.

Lecture Venue: Room 304, Faculty of Economics

Prerequisites: MK311

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, media strategy, factors influencing media selection, media mix strategy, media testing and evaluation, communication strategy that are consistent with other marketing strategies.

Course outline

1) Frame communication within the big picture **(10% of the course):**

Business – marketing – communication

Focus on communication: how does it work and why?

Communication agencies: different types, what do they do? What's the process? Who does what?

The phases of communication development: the big picture

- Planning and strategy development
- Creative development & executions
- Testing advertising

2) Planning and strategic development **(25% of the course):**

a. The advertising brief

b. Why we need advertising:

- i. Business objectives – Marketing Objectives – Communication Objectives
- ii. Behaviors and how we take decisions
- iii. Jobs to be done

c. Concept development:

- i. What is a concept and different types
- ii. How to write a concept?

- d. Testing assumptions:
 - i. Methodology and practical cases
 - e. Creative brief and briefing session
- 3) Communication development - executions **(25% of the course)**
 - a. Creative executions
 - b. Channels and channel selection
 - c. How to judge executions
 - d. Creative techniques
 - 4) Social media: how it works and why is it important **(15% of the course)**
 - 5) Case studies and work on a specific project **(25% of the course)**

Evaluation criteria

I will assess students on the basis of:

- 1) Active Participation to the course
- 2) Mid-term exam
- 3) Presentation of their strategies/execution based on actual case study
- 4) Final written exam

1. Participation: during the course I will ask students to bring their own examples, argue and justify their points of view; they should be able to find information everywhere on the web and share relevant ones with their colleagues

Also I will ask them to merge into specific context and analyze people's behaviors in order to share insights with the class

2. Mid term presentation will be based on the content of the course. In specific it will be focused on the relevant topics:

- Communication strategy
- Creative Executions

3. Actual case study: during the course I will give to students a real case study to work on.

The case study will be structured so that students will be required to apply what they're learning during the classes

An example could be: Develop a multi-channel campaign to launch the new "xxx" amongst secondary school students

The work will be done in teams of 3/5 people; they will need to organize their time, ways of working and activities in order to meet the deadline presentation to client

I will be available for guidance

Before the end of the course groups will be asked to present their strategic approach and initial execution ideas

4. Written exam: at the end of the course

Final Exam date: May 18, 2012, 09.00 – 12.00 hrs.

Textbooks

I will follow below textbook

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

ISBN 978-007-131440-4

Please note, this edition (Global – 9th) is:

1. Global edition containing examples from the world
2. the most updated one

During the course I will provide other materials as case studies, websites, blogs, articles that students can read.

I believe it is fundamental that students make their own researches; especially on the web there are plenty of resources available. At the end of the course I will also prepare a bibliography of interesting things to read
