

Course Outline

MK317: INTEGRATED MARKETING COMMUNICATIONS

Semester 1/2022 (August 8 – November 26, 2022)

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: 14.00 – 17.00 hrs

Meeting Platform: (Awaiting room information)

Class facebook group: 2565-1 IMC_BE

<https://www.facebook.com/groups/587059486051022>

Instructor:

Name: Associate Professor Dr. Alisara Charinsarn

Office Hours: By appointment

Email: alisara@tbs.tu.ac.th

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, seventh 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	Participation	10%
2	Assignment and Workshop (See detail at the end of this document)	30%
3	Term Project and Presentation • Client presentation: 10 points • Agency presentation: 10 points	20%
4	Final Exam	40%

Important notes from the instructor

1. 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.
2. 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.
3. 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.
4. Please observe the withdrawal period.

How we live and learn together: Online Class

1. In case of on-site class, display your name tag "Classs ID_Name". In case of on line class, rename your name to be "Classs ID_Name". Turn on your camera and mute your voice when not participating.
2. When participating in our facebook group, 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: 09/08	IMC Overview IMC Concept	- Explain course overview - Schultz ch 1, Belch ch 1, - Class discussion - Class handout
#2: 16/08	Starting IMC	- Schultz ch 2, Belch ch 2 - Class discussion - Class handout
#3: 23/08	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: 23/08 17.00-20.00 (make-up for 04/10)	Objective Setting	- Belch ch 7 - Class discussion and workshop - Class handout
#5: 30/08	Message	- Belch ch 8, - Class discussion and workshop - Class handout
#6: 06/09	Creative	- Belch ch 9 - Class discussion and workshop - Class handout
#7: 13/09	Term Project Clinic	- Class discussion and workshop - Class handout
#8: 20/09	Term Project: Client Presentation	- Group presentation - Class discussion
	Mid-term exam 25/09 – 02/10 (No class on 04/10)	-
#9: 11/10	Media terminology, strategy, and planning	- Belch ch 10 - Class discussion and workshop - Class handout
#10: 18/10	Digital Advertisement	- Student Presentation
#11: 25/10	IMC Platform – 1	- Belch ch 14, 16, 17 - Class discussion and workshop - Class handout

Session/ Date & Time	Topics	Activities/Text & Materials/ Media
#12: 01/11	IMC Platform – 2	- Belch ch 14, 16, 17 - Class discussion and workshop - Class handout
#13: 08/11	Term Project: Agency Presentation	- Group presentation - Class discussion
#14: 15/11	IMC Research: Exploring – Measuring - Optimizing	- Belch ch 19 - Class discussion and workshop - Class handout
#15: 22/11	Q&A Exam (Each student to bring laptop.) Connecting today and in the future Consumer signaling Closing	

Note: The schedule above could be adjusted as appropriate.

Assignment/workshop (30%)

	Assignment	Class	Type	Points (%)
1	Message: Find examples of message type	Message	Assignment	1
2	Creative	Creative	Workshop	3
3	Digital Ad -- Classification and best practice of digital advertisement: Imagine you are an online advertisement expert. You have to coach the new recruits to understand the followings: • Classification/types of advertisement • Techniques and good examples • Other observation e.g. how media is adjusting to be competitive (lucky draw) • Google Ads : Youtube, search, display • Facebook, Facebook Messenger, Instagram • Line, Pinterest • Twitter, Tiktok (15-20 minutes/group)	Digital advertising	Assignment	7
4	2021 IMC (Luck draw) • Examples of Trend in modern marketing e.g. pop-up store • Examples of how technology can be applied in marketing e.g. chatbot, visual search • Definition and food example in doing Digital PR (Digital Public Relations) • 'Advertisement Avoidance' of consumers and how marketers are working on this. (8 minutes/group)	Platform 1	Assignment	5
5.1	(Lucky draw: Two groups to do this assignment. Another 2 groups to do the next assignment.) 'Content/Creative' customization across 'media/platforms': Find an example and analyze a brand that customize the content and/or creative implementation across media and different IMC platforms	Platform 1	Assignment	5

	(7 minutes/group)			
5.2	Personalized Marketing: Find a real example of how a brand personalizes the message/offering to the different consumer segments (e.g. those who are different in terms of demographic, psychographic, lifestyle, and behavioral responses). Each group member with different consumer profile could try search the same brand, and capture the screen of the different messages/offerings you receive. You can also present how a brand can send different messages and different promotional offer to different consumers (with different profile) at a different time (depending on consumer behavior). (7 minutes/group)	Platform 1	Assignment	5
6	Public Relations (PR) Challenge	Platform 2	Workshop	2
7	DM creative work	Platform 2	Workshop	2
8	The 'Why – What – When – Where – How' IMC Research framework	IMC Research: Exploring - Measuring - Optimizing	Workshop	2
9	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 class#2)
- Consumer behavior input for IMC (qualitative research with minimum 10 targeted 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)
- SMART IMC objective
- Key message

Note1: Each client (group) is expected to reflect the revision of the above (based on the comment from the client presentation session) in the creative brief (deadline to be determined). Each group is expected to verbally brief their agency and hand in the brief by that day too.

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 answer 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
