LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:**	COMM 05
Subject Title	**:**	Principles of Marketing Communication : Market Research & Analysis
Subject Specification	**:**	For the first year students

Subject Overview **:** Principles of Marketing Communication: Market Research & Analysis is a course in the Communication Science Program Study designed to equip students with knowledge of marketing communication theory, consumer behavior, advertising theory, and its application in the marketing industry, media selection, and marketing mix to support effective marketing plans, development of corporate communication through digital marketing, public relations, and personal selling. Students can learn direct applications of marketing communication theories through assignments/case studies so that they are expected to understand marketing communication science more comprehensively.

Course Objectives **:**

1. The students are able to explain the basic concepts of communication and marketing communication that can be used in the decision-making process.
2. The students are able to understand various tools and media used in marketing communication.
3. The students are able to explain and analyze consumer behavior in relation to marketing communication planning
4. The students are able to explain the development of digital media to support effective marketing communication strategies.
5. The students are able to explain and apply the understanding, concepts, and types of advertising, sales promotion, direct marketing, personal selling, and public relations in marketing communication strategies.
6. The students are able to identify problems in a brand or institution that require improvement in its marketing communication strategy.
7. The students are able to create a simple marketing communication strategy with a creative concept.

Course Method: Interactive Lectures, Problem Based Learning, Cooperative Learning, Discovery Learning, Problem-solving Discussions, Case Based Learning, Case Small/Focus Group Discussions, Class Presentation.

Learning Outcome (Competence) **:**

Knowledge : Able to explain the basic concepts and principles of marketing communication, recognising the role of marketing communication in the marketing mix, explaining about the complexity of consumer behavior and identifying the various tools and techniques used in marketing communication.

Skill : Able to develop foundational understanding and skills in the marketing communication field. This includes enhancing communication, analytical, and creative skills, cultivating strategic thinking, gaining digital marketing expertise, understanding consumer behavior, learning teamwork, and developing presentation abilities. These skills are essential for success in marketing communication roles and lay the groundwork for students' academic and professional growth in the field.

Attitude : Demonstrate an attitude on responsibility for work in the field of expertise within the scope of Communication Science independently

Course content :

Week	Topic
1	Introduction to Marketing Communication
2	Communication Theory in Marketing Communication Context
3	Marketing Communication : Strategies & Planning
4	Marketing Communication : Objectives & Positioning
5	Understanding Consumer Behaviour
6	Branding
7	Review Mid Test and Coursework 1 / Quiz 1
8	Mid Examination
9	Traditional Media vs Digital Media
10	Marketing Communication Mix (Advertising & Sales Promotion)
11	Marketing Communication Mix (Direct Marketing & Personal Selling)
12	Marketing Communication Mix (PR & Sponsorship)
13	Digital Marketing Communication & Word of Mouth Marketing (Conventional WOM & E-WOM)
14	Integrated Marketing Communication (IMC)
15	Review for final test and Coursework 2 / Quiz 2
16	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7

65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction to Marketing Communication	a. Explanation about the basic concepts of marketing theory and the principles of marketing communication b. Introduction about the basic understanding of marketing and marketing mix c. Able to understand and explain about the roles of marketing communication.	1. Lecturer's presentation 2. Question and answer 3. Interactive Lectures
2	Communication Theory in Marketing Communication Context	a Explain and able to understand the basic principles of communication in its relation to marketing communication. b Explain and able to understand the stages of the communication process and the factors that influence its process	1. Lecturer's presentation 2. Question and answer 3. Case Based Learning 4. Problem Based Learning
3	Marketing Communication : Strategies & Planning	a Able to understand the factors that influence the initial development of a marketing communication strategy	1. Lecturer's presentation 2. Class discussion 3. Question and answer

		b Explanation and able to understand the concepts of segmenting, targeting, and positioning c Able to explain and have an understanding of various types of media used in marketing communication and their characteristics	
4	Marketing Communication : Objectives & Positioning	a. Able to understand and explain the role and objectives of marketing communication strategies b. Able to explain and students can have the ability to make SMART analysis for marketing communication objectives c. Able to explain in more detail about the function and purpose of positioning strategy and practice making a positioning map analysis of existing brands in the market	1. Lecturer's presentation 2. Case Study 3. Assignment
5	Understanding Consumer Behaviour	a. Able to explain and understand the concept of consumer behavior, factors influencing consumer behavior, perceived risk in consumer, and the role of consumer behavior in a purchase decision-making process b. Understanding the concept of Elaboration Likelihood Model.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
6	Branding	a. Understanding the basic concept and definition of brand and branding, developing the brand's key elements that represent a brand's values, personality, and visual identity.. b. Understanding the Purpose of Branding, the social significant of a brand, Brand Loyalty, Brand Community, Co Branding, Viral branding, Brand Revitalization	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

		c. Case Studies and Examples	
7	Materials Review Before Mid Exam	a. Review the materials for the preparation to Mid Exam	1. Lecturer's presentation 2. Class Discussion 3. Question and answer
8	**Mid Term Test**		
9	Traditional Media vs Digital Media	a Able to explain and differentiate between traditional media and digital media as well as their roles in marketing communication. b Able to create a marketing communication campaign with integration between traditional and conventional media c Students have the knowledge and ability to analyze various media channels in marketing communication.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
10	Marketing Communication Mix (Advertising & Sales Promotion)	a Able to understand and explain the initial concept of advertising, the roles of advertising in marketing communication, the nature and types of advertising, and the attractiveness of advertising messages. b Students are able to understand the concept of sales promotion and apply different type of sales promotion techniques (immediate and delayed) in the marketing communication plan.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
11	Marketing Communication Mix (Direct Marketing & Personal Selling)	a. Students are able to understand the concept of direct marketing, its role in marketing communication, the tools of direct marketing and how direct marketing	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Study Case

		can utilize customer's database. b. Students are able to understand and explain the concept of personal selling, the benefit of personal selling and steps in implementing personal selling strategies in marketing communication.	
12	Marketing Communication Mix (PR & Sponsorship)	a. Students are able to understand the concepts of PR, PR objectives and its role in marketing communication, PR strategies and methods used to create better understanding for the stakeholders. b. Students are able to comprehend and explain about the significant function of sponsorship in marketing communication including negotiating partnerships, managing sponsorships, and measuring their effectiveness.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
13	Digital Marketing Communication & Word of Mouth Marketing (Conventional WOM & E-WOM)	a. Students are able to understand and explain the definition, role, and types of Digital Marketing Communication. b. Students are able to identify the creativity concepts in planning, designing and producing a digital marketing content c. Students are able to master and explain the definition, types, and roles of Word of Mouth Marketing and can generate creative ideas for marketing communication that result in Word of Mouth Marketing	1. Lecturer's presentation 2. Class discussion 3. Question and answer
14	Integrated Marketing Communication (IMC)	a. Students are able to understand and explain the concept and function of	1. Lecturer's presentation 2. Class discussion

		Integrated Marketing Communication. b. Students can plan a marketing campaign that integrates online and offline activities and can present their integrated marketing communication plan clearly and persuasively	3. Assignment
15	Materials Review Before Final Exam		1. Lecturer's presentation 2. Class discussion 3. Question and answer
16	**Final Examination**		

Midterm Paper Guideline **:** Paper & Presentation Examination

Final Paper Guideline **:** Group Project or Group Presentation & QA Session

References **:**

1. Fill, Chris. (2013). "Marketing Communications : Brands, Experiences and Participation". Harlow : Pearson Education Limited
2. Kotler, P & Armstrong, G. 2016. Principle of Marketing. 16 ed. England: Pearson Education Limited
3. Suryani, T, Cordiva F., 2023. Perilaku Konsumen Di Era 4.0 Menuju 5.0, Jakarta, Kencana

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