Business Faculty

Subject Syllabus

Subject Code : MGM12

Subject Title : Integrated Marketing Communication

Subject Specification : for Business Faculty students

Subject Overview : IMC involves the coordination and integration of all the various marketing communication tools, such as advertising, public relations, personal selling, direct marketing, and digital marketing, into a single, cohesive plan. By using a consistent message and image across all these channels, a company can reinforce its brand identity, build trust with customers, and ultimately drive sales.

Course Objectives : Students can implement oh how to create a unified and consistent brand image across all marketing channels and touchpoints using the concept of IMC.

Course Method : interactive lectures, problem-solving discussions, case studies and guest lectures.

Learning Outcome (Competence) :

- Knowledge : Student understand the principle concept of IMC and how to implement it to their own business model.
- Skill : Student will be able to create and develop IMC
- Attitude : Active, creative, ethical, and implement constructivism learning as a student.

Course content :

Week	Topic
1	Introduction to IMC
2	IMC Marketing Plan
3	TOWS & STP in IMC

4	How do Marketing Communication Work
5	Developing The IMC Program 1
6	Developing The IMC Program 2
7	Review for mid test
Mid Examination	
9	Copywritings and Campaign in IMC
10	Public Relations in IMC
11	Internet Marketing & Social Media
12	Evaluating The IMC Program 1
13	Evaluating The IMC Program 2
14	IMC Presentation Preparation
15	IMC Presentation
Final Examination	

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
I	Introduction to IMC	- Understand the importance of IMC in business. - Understand the basics of what it takes to implement IMC for their business	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study

II	IMC Marketing Plan	- Understand how IMC is used on the holistic marketing plan for business. - Understand how to implement marketing and promotions process model, Marketing Strategy and Analysis, Opportunity Analysis, Competitive Analysis. And promotional /marcomm strategy.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
III	TOWS & STP in IMC	- Understand how to utilize TOWS and STP to further support their IMC plan	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
IV	How do Marketing Communication Work	- Macromodel - Micromodel	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
V	Developing IMC Program 1	- Identify Target Audience - Determine Objective - Design Communication	- Lecturer's presentation - Class discussion - Question and answer - Case Study
VI	Developing IMC Program 2	- Select The Channel - Establish Budget - Selecting The Marcom Mix - Measure Result	- Class discussion - Class Presentation - Lecturer's presentation - Class discussion - Question and answer - Case Study
VII	Review for mid test	1. Review for Mid Test	
Midtest			

IX	Copywritings and Campaign in IMC	1. Understand the importance of excellence copywriting for their marketing campaign and how to utilize it.	- Lecturer's presentation - Class discussion - Student presentation
X	Public Relations in IMC	1. Understand how to implement public relations strategy to their	- Lecturer's presentation - Class discussion - Question and answer - Case Study
XI	Internet Marketing & Social Media	1. Understand how to seize the internet marketing in social media era.	- Lecturer's presentation - Class discussion - Question and answer - Case Study
XII	Evaluating The IMC Program 1	- Matching Methods with IMC Objectives - Online Evaluations Metrics - Behavioral Evaluations	- Class discussion - Student presentation
XIII	Evaluating The IMC Program 2	- Matching Methods with IMC Objectives - Online Evaluations Metrics- - Behavioral Evaluations	- Class discussion - Student presentation
XIV	IMC Presentation Preparation	Class discussion on how to present their IMC strategies	- Class discussion - Student presentation
XV	IMC Presentation	Students present their IMC as part of their final exam.	- Student presentation
Finaltest			

Midterm Paper Guideline **:** Written Examination

Final Exam Guideline **:** Present the IMC & submit the written paper of their IMC

References **:**

1. Philip J. Kitchen, Marwa E. Tourky. (2022). Integrated Marketing Communications_ A Global Brand-Driven Approach-Palgrave
2. Kenneth Clow, Donald Baack. (2021), Integrated Advertising, Promotion, and Marketing Communications, Global Edition-Pearson
3. Blakeman, Robyn (2018), *Integrated Marketing Communication Creative Strategy from Idea to Implementation* - Rowman & Littlefield
4. Jerry G. Kliatchko. (2020), Integrated Marketing Communication_ Putting the Human Person at the Core-Cambridge Scholars Publishing
5. Sandra Moriarty, Nancy Mitchell, Charles Wood, William D. Wells. (2018), Advertising & IMC_ Principles and Practice (11th Edition) (What's New in Marketing)-Pearson

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