

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	2024
Semester/Trimester/Others (specify approx. Start/End date)	Semester 1
Course Author * Faculty proposing/revising the course	Chan Yee Ling, Elaine
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Course Title	Integrated Marketing Communications
Course Code	BM2504
Academic Units	4
Contact Hours	39
Research Experience Components	Not Applicable

Course Requisites (if applicable)

Pre-requisites	
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

Integrated Marketing Communications (or 'IMC') has been a popular 'buzz phrase' since the fragmentation of mass media and the proliferation of different ways to reach consumers. IMC essentially looks at how companies use messages and channels to communicate about their brand, in an integrated fashion. The emphasis of this course will be on understanding the advertising process from content creation to placement and evaluation. Specifically, our initial focus will be on crafting powerful and persuasive messages. Later, we will consider how different channels and IMC components are used to influence consumers.

Throughout the course, we ask you to be aware that you are surrounded by communications in your daily life. You will be challenged to think about these critically from the perspective of both the marketer and the consumer. By the end of this course, students should not only be familiar with a large body of advertising knowledge but also be able to apply this information to create powerful advertising campaigns.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	evaluate IMC campaigns from both the marketer and consumer perspectives
ILO 2	develop IMC campaigns by integrating various components of IMC
ILO 3	draft effective messages that can achieve the IMC objectives.
ILO 4	measure the effectiveness of IMC campaign

Course Content

In this course, you will be provided with a foundation in the development and execution of an integrated marketing communication campaign

- Customer journey mapping: establishing objectives
- Media planning
- Crafting effective messages: message stickiness and contagion
- Different components of IMC: traditional advertising, digital marketing, sales promotion and public relations
- Measurement and metrics

Reading and References (if applicable)

- Luck, Edwina et al. (2021) Integrated Marketing Communications (6th edition). Southbank, Vic.: Cengage
- Heath, Chip, and Dan Heath (2007). Made to stick: why some ideas survive and others die. New York: Random House.
- Jonah Berger (2016). Contagious: why things catch on. New York: Simon & Schuster. Tentative Cases (To be confirmed later) Super Bowl Storytelling Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Course introduction	1	Luck et al, Chapter 1		
2	Customer journey: establishing objectives	1,2,3,4	Luck et al, Chapter 4 and 6		
3	Media planning	1,2,3,4	Luck et al, Chapter 4 and 6		
4	Crafting message: message stickiness	1, 2,3	Heath and Heath		
5	Crafting message: Message contagion	2,3	Berger		
6	Mainstream advertising	2,3	Luck et al, Chapter 7-8		
7	Digital marketing	2,3	Luck et al, Chapter 9-10		
8	Sales promotion	2,3	Luck et al, Chapter 11		
9	Public relations	2,3	Luck et al, Chapter 13		
10	Measurement and metrics	3,4	HRB case		
11	Group presentations				
12	Group presentations				
13	Final quiz				

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Seminars	The interactive seminars provide opportunities for you to engage in open discussion on the questions raised in the class. You are also encouraged to think critically and share your ideas and concept with the class.
In-class activities and group assignments	The in-class activities allow you to apply various concepts learnt in class through hands-on experience. In both the in-class activities and group assignments, you are expected to collaborate closely with your team members to solve problems and come up with optimal solutions to various problems in advertising and promotion. In addition, the group assignments will also give you the opportunity to learn to work more effectively in the teams.

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Class Participation(Class participation)	1,2	Oral Communication	25	Individual	Holistic	Multistructural
2	Continuous Assessment (CA): Test/Quiz(In-class quiz)	1,2	Critical Thinking	20	Individual	Analytic	Not Applicable
3	Continuous Assessment (CA): Assignment(Team assignment A)	3	Critical Thinking and Creative thinking	15	Team	Holistic	Multistructural
4	Continuous Assessment (CA): Assignment(Team assignment B)	2,3,4	Problem Solving & Decision Making and Written Communication	25	Team	Holistic	Multistructural
5	Continuous Assessment (CA): Presentation(Individual presentation)	2,3,4	Oral presentation	10	Individual	Holistic	Not Applicable
6	Continuous Assessment (CA): Others(Peer evaluation)	2,3,4	Teamwork and interpersonal skills	5	Individual	Holistic	Not Applicable

Description of Assessment Components (if applicable)

Team assignment A: each team analyzes a marketing situation and crafts contents to promote the corresponding product/ service in a social media channel.

Team assignment B: each team develops a proposal of an integrated marketing communication campaign for a target brand.

Note that this course involves a substantial portion of team assignments, as learning how to work in a team is an essential skill that students need to master to succeed in a marketing career. A mandatory peer evaluation will be conducted. In the peer evaluation, students will be asked to rate each team member on their contributions to all team works holistically. In other words, when students evaluate their team members, they should consider their contributions to both team assignments A and B. The “teamwork and interpersonal skills” rubric will be used for the peer evaluation. The confidential peer evaluation will be conducted through NTULearn site.

Formative Feedback

This course is conducted based on seminar style. You are encouraged to be active in voicing your points of view during classes. The instructor will also provide qualitative feedback on both team assignments throughout the entire semester. Verbal feedback will be provided to you. If you require more feedback for both the team assignments and the quiz, written feedback through email will also be provided.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
Collaboration	Intermediate
Communication	Intermediate
Decision Making	Advanced
Influence	Advanced
Critical Thinking	Advanced

Course Policy

Policy (Academic Integrity)

Good academic work depends on honesty and ethical behaviour. The quality of your work as a student relies on adhering to the principles of academic integrity and to the NTU Honour Code, a set of values shared by the whole university community. Truth, Trust and Justice are at the core of NTU's shared values. As a student, it is important that you recognize your responsibilities in understanding and applying the principles of academic integrity in all the work you do at NTU. Not knowing what is involved in maintaining academic integrity does not excuse academic dishonesty. You need to actively equip yourself with strategies to avoid all forms of academic dishonesty, including plagiarism, academic fraud, collusion and cheating. If you are uncertain of the definitions of any of these terms, you should go to the academic integrity website for more information. On the use of technological tools (such as Generative AI tools), different courses / assignments have different intended learning outcomes. Students should refer to the specific assignment instructions on their use and requirements and/or consult your instructors on how you can use these tools to help your learning. Consult your instructor(s) if you need any clarification about the requirements of academic integrity in the course.

Policy (General)

You are expected to complete all assigned pre-class readings and activities, attend all seminar classes punctually and take all scheduled assignments and tests by due dates. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for seminar sessions they have missed. You are expected to participate in all seminar discussions and activities.

Policy (Absenteeism)

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.

Policy (Others, if applicable)

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