

**BU8502
MARKETING COMMUNICATIONS: AN INTEGRATED APPROACH**

A) Course Description and Scope

Communication with the market is an important activity for many businesses and organizations. It is also relevant to us as consumers because we are exposed to hundreds of messages from marketers every day.

The course is aimed at enabling students to learn in depth the development, implementation, and evaluation of marketing communication (marcom) activities. The course provides students with relevant knowledge about how businesses interact or communicate with the market. In particular, because planning and executing marketing communication programs are typically the responsibilities of marketing executives, the course can help students to prepare for a job position that involves marketing communications. It can help them deepen their understanding of marketing – in particular, what marketing communications involve and how marketing communications enable an organisation to achieve its objectives.

The course is designed to foster your logical thinking and creativity regarding marketing communications. Although this course is oriented towards practice, we still cover theories and concepts essential to your understanding of marketing communication (marcom) practices (e.g., how they work and their applicability). Learning these theories and concepts is also important because they facilitate you to choose and justify your choice and design of marcom activities.

Instead of treating marcom as a set of stand-alone tools or activities, the course regards it as a blended mix of coordinated activities. The course put roughly equal emphasis on both traditional marcom tools (e.g., advertising and sales promotion) and non-traditional tools (e.g., search engine marketing and social media marketing). The course compares the similarities and differences of these tools, and discusses how they can be integrated for achieving the marketer's objectives. While non-traditional marcom tools catch marketers' attention nowadays, traditional marcom tools are indispensable for particular purposes and under certain circumstances.

B) Course Learning Objectives

By the end of this course, you (as a student) would be able to:

1. explain the nature, role and importance of marcom activities in marketing and the society;
2. explain and distinguish the key concepts, theories and terminology in marcom management;
3. determine which marcom tools provide better choices in different situations, and integrate different tools to achieve synergy;
4. plan and develop detailed marcom strategies and programs;
5. appraise the contributions of marcom activities to marketing and communication objectives; and
6. formulate and manage marcom activities across countries.

C) Course Content

Please refer to the planned weekly schedule for details.

D) Course Assessments

Components	Marks	Individual/Group
Class participation	20	Individual, Group
Individual assignment	35	Individual
Team project	40	Group
Case presentation	5	Group
Total	100	

E) Weekly Schedule

Week	Topic
1	Introducing marcom and the course; situation analysis
2	Consumer behaviour; segmenting, targeting and positioning
3	Message strategy; individual assignment briefing, case question assignment
4	Media strategy; advertising research
5	Objective setting and assessment; team project briefing; OnePlus case discussion
6	Budgeting; sales promotion
7	Point-of-sale communication; branded entertainment
Recess Week	
8	Search engine marketing; analytics; Colgate case discussion
9	Social media marketing; Tata case discussion; project presentation briefing
10	Mobile marketing; integration of online and offline media usage; global marcom (elearning week, March 23 to 29)
11	Sponsorship; cause-related marketing; Pepsi case discussion
12-13	Project presentation; conclusion of the course