

## Course Syllabus

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|-------------------------------------|---|
| <b>1. Program of Study</b>          | Bachelor of Business Administration Program   |
| <b>Faculty/Institute/College</b>    | Mahidol University International College  |
| <b>2. Course Code</b>               | ICMK 323  |
| <b>Course Title</b>                 | Integrated Marketing Communication  |
| <b>3. Number of Credits</b>         | 4 (Lecture/Lab/Self-Study) (4-0-8)  |
| <b>4. Prerequisite(s)</b>           | ICMB 221  |
| <b>5. Type of Course</b>            | Required Course   |
| <b>6. Trimester / Academic Year</b> | First, Second, Third Trimester/2007-2008  |
| <b>7. Course Conditions</b>         | 20-40 students  |
| <b>8. Course Description</b>        | <p>An exploration of the nature and purpose of advertising and sales promotion in accordance with an integrated marketing communications perspective, shows how these activities will fit into the general process of marketing management, and specifically addresses marketing objectives and budget, target audience selection, communication objective, creative strategy, integrated communication strategy and media strategy.</p>  |
| <b>9. Course Objective(s)</b>       | <p>After successful completion of this course, students will be able to</p> <ol style="list-style-type: none"><li>9.1 Increase understanding of the fundamental concepts of integrated marketing communication and communication process.</li><li>9.2 Become knowledgeable about the important issues in planning and evaluating integrated marketing communication.</li><li>9.3 Apply the appropriate theories and tools to plan, develop, and evaluate integrated marketing communication.</li><li>9.4 Construct a complete advertising campaign.</li></ol> |

## 10. Course Outline

Week	Course Outline			Instructor	
	Topics	Lecture	Lab		Self-Study
1	An Introduction to Integrated Marketing Communication	4	0	8	JWJ
2	The Communication Process	4	0	8	JWJ
3	Objectives and Budgeting for Promotional Program	4	0	8	JWJ
4	Creative Strategy (Planning and Development)	4	0	8	JWJ
5	Creative Strategy (Implementation and Evaluation)	4	0	8	JWJ
6	Midterm Examination	4	0	8	JWJ
7	Media Planning and Strategy	4	0	8	JWJ
8	Evaluation of Media	4	0	8	JWJ
9	Direct Marketing and Personal Selling	4	0	8	JWJ
10	Sales Promotion	4	0	8	JWJ
11	Public Relations, Publicity, Corporate Advertising, Event, and Sponsorship	4	0	8	JWJ
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	

## 11. Teaching Method(s)

Combination of class lecture and case discussion  
Special Topic from experienced guest lecturers

## 12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,  
News clipping and selections from popular marketing and business literature

## 13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in increasing understanding of the fundamental concepts of integrated marketing communication and communication process.
- 13.2 The ability in becoming knowledgeable about the important issues in planning and evaluating integrated marketing communication.

- 13.3 The ability in applying the appropriate theories and tools to plan, developing, and evaluating integrated marketing communication.
- 13.4 The ability in constructing a complete advertising campaign.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	20%
2. Final	30%
3. Research Project	30%
4. Quiz and Assignment	20%

#### **14. Course Evaluation**

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

#### **15. Reference(s)**

Belch, G.E. (2007). **Advertising and Promotion: An Integrated Marketing Communication Perspective**, 7<sup>th</sup> Edition, McGraw-Hill.

#### **16. Instructor(s)**

Jaratchwahn Jantararat

#### **17. Course Coordinator**

Program Director of Marketing Major

