



FACULTY OF BUSINESS
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	2
Module Code	MRKT0142-322/421		
Learning Module	Integrated Marketing Communications		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Dr. Joyce, Tam Fung Yi	Email	fytam@mpu.edu.mo
Office	Room M533, Meng Tak Building	Office Phone	8599 3313

MODULE DESCRIPTION

This course provides an integrative approach to the study of the promotion mix, including advertising, publicity, personal selling, and sales promotion. It focuses on the formulation and analysis of promotional goals, the planning, organization and control of the promotion function, creative planning, and budgeting as well as media selection.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	develop a clear understanding of integrated marketing communications (IMC) practices and its role in achieving marketing objectives.
M2.	integrate the key elements within the marketing communications mix (e.g., advertising, promotion, direct marketing and the Internet) are integrated.
M3.	apply broadcast media (e.g., television, radio), print media (e.g., magazines, newspapers), support media (e.g., outdoor advertising), direct marketing (e.g., direct mail), and interactive media (e.g., the Internet) to IMC practices.
M4.	explain the importance of how to measure the effectiveness of IMC programs.
M5.	translate theory into practice by analyzing a number of pragmatic examples and case studies of real-world experiences.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

CILOs	Marketing Program PILOs
1	1
2	1, 6, 4
3	1, 6
4	7
5	1

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Description	Duration
Chapter 1) IMC foundations and the rise of digital marketing	3.0 hrs
Chapter 4) Establishing objectives and budgeting for IMC campaigns	3.0 hrs
Chapter 5) Managing message creation and strategies	3.0 hrs
Chapter 6) Media planning and analysis	3.0 hrs
Chapter 7) Broadcast media	3.0 hrs
Chapter 8) Print and support media	3.0 hrs
Chapter 9) Digital marketing, behavioural targeting and search	3.0 hrs
Chapter 10) Social media marketing	3.0 hrs
Midterm / Assessment	3.0 hrs
Chapter 11) Direct marketing and sales promotion	3.0 hrs
Chapter 12) Personal selling and relationship marketing	3.0 hrs
Chapter 13) Marketing public relations and sponsorship marketing	3.0 hrs
Chapter 14) Evaluating integrated marketing communications effectiveness	3.0 hrs
Project Presentation	3.0 hrs
Final Assessment / Examination	3.0 hrs
	Total: 45 hrs



TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Interactive lectures	✓	✓	✓	✓	✓
T2. Assignments	✓	✓	✓	✓	✓
T3. Case studies	✓	✓	✓	✓	✓
T4. Field visit			✓		✓

ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Group project	25 %	T1,2,3,4
A2. Midterm / Assessment	25 %	T1,2,3
A3. Final assessment / Examination	50 %	T1,2,3
Total:	100%	

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

MARKING SCHEME

Letter Grade	Mark Ranges	Grade Point	Grade Definition
A	93-100	4.0	Excellent
A-	88-92	3.7	
B+	83-87	3.3	Very Good
B	78-82	3.0	Good
B-	73-77	2.7	



C+	68-72	2.3	Satisfactory
C	63-67	2.0	
C-	58-62	1.7	
D+	53-57	1.3	Pass
D-	50-52	1.0	
F	0-49	0	Fail

REQUIRED READINGS

“Integrated Marketing Communications” by: Edwina Luck, Nigel Barker and Ann-Marie Sassenberg, 6th Edition, Cengage Learning AUS, 2021

Website: <https://www.cengageasia.com/TitleDetails/isbn/9780170443005#whats-new>

REFERENCES

“Advertising and Promotion: An Integrated Marketing Communications Perspective” by George E. Belch and Michael A. Belch, 11th Edition, McGraw-Hill Irwin, 2018

Website: http://highered.mheducation.com/sites/0078028973/student_view0/index.html

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.



Module Outline Review Form for Bachelor Degree Programme

Academic Year 2023 / 2024 – Semester 2

Programme : BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Learning Module : Integrated Marketing Communications

Class Code : MRKT0142-322/421

Prepared by :

Name : Joyce Tam Signature : *Joyce Tam* Date : 8/11/2023

Reviewed by Programme Coordinator :

Signature : Date :

Reviewed by School Director :

Signature : Date :

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