



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

Academic Year	2024-2025	Semester	1
Module Code	MRKT3140-311		
Learning Module	Advertising and Promotion		
Pre-requisite(s)	None		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Dr. Jane Lung	Email	wylung@ipm.edu.mo
Office	M553, Meng Tak building	Office Phone	8599-3302

**MODULE DESCRIPTION**

The purpose of this course is to provide cutting-edge thinking on advertising including “new” media options such as advertising on the internet and explain how advertising works in the real world. Advertising and brand promotion are a large part of the rise in consumer culture. This course offers a solid understanding of fundamentals and provides a structure for understanding why much of the conventional wisdom in advertising is no longer working well. Advertising and brand communication are not just about textbook learning; this course challenges students to use their critical and creative thinking in all aspects of business environment, not just those covered in this course, providing an overview of the advertising/promotion process as it applies to marketing in organizations. It focuses on understanding integrated marketing communications, planning for integrated media, planning for integrated marketing, and measuring plan performance.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

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

M1.	develop a clear understanding of conventional and new interactive media use and its application in real business environment and build up effective brand communication program and marketing mix.
M2.	identify the importance of social and ethical issues in advertising and brand promotion and the types of regulations that affect advertising industry.
M3.	combine advertising fundamentals with a new unifying conceptual framework and the latest advertising trends.
M4.	examine concepts in the context of real advertising practice as content follows the process of an actual advertising agency
M5.	analyse a situation in terms of marketing communication, understand how to plan, manage and evaluate advertising and brand promotion campaigns



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

PILOs (Bachelor of Business Administration in Marketing)	M1	M2	M3	M4	M5
P1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓			✓	✓
P2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	✓				
P3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.		✓	✓	✓	
P4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.					✓
P5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.		✓			
P6. Effective Communication Skills - Students are able to communicate and present ideas effectively.	✓				✓
P7. Critical Thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.		✓			✓
P8. Intercultural Competence - Students are competent to associate in a diversified social and global community.					✓

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	The World of Advertising and IBP.	3.0
2	The History of Advertising and Brand Promotion.	3.0
3	The History of Advertising and Brand Promotion.	3.0
4-5	Social, Ethical, and Regulatory Aspects of Advertising and Promotion.	4.5
5-6	Market Segmentation, Positioning, and the Value Proposition.	3.0
7	Advertising Research.	4.5
8	Creative Message Strategy.	3.0
9	Creative Message Strategy.	3.0



10	Mid-term Assessment	3.0
11	Executing the Creative.	3.0
12-13	Planning Advertising and Integrated Brand Promotion	4.5
13-14	Media Planning: Advertising and IBP in Digital, Social, & Mobile Media	3.0
14	Project Presentations	1.5
15	Final Assessment	3.0

### 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. In-class Discussions	✓	✓	✓	✓	✓
T3. Assignments	✓	✓	✓	✓	✓
T4. Group Work and Presentations	✓	✓	✓	✓	✓
T5. Mid-Term Assessment	✓	✓	✓	✓	✓
T6. Final Assessment	✓	✓	✓	✓	✓

### 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. Assignments	25	1-5
A2. Group Project	15	1-5



A3. Midterm Assessment	20	1-5
A4. Final Assessment	40	1-5

The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://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

O'Guinn, T., Allen, C, Scheinbaum, A. C. and Semenik, R.J. (2019). Advertising and Integrated Brand Promotion, 8th Edition. Cengage Learning.

### REFERENCES

Bhatia, V.K. and Lung, J. (2006). Corporate identity and generic integrity in Business discourse. In Juan Carlos Palmer Silveira (Ed) English for International and Intercultural Business Communication. Bern: Peter Lang, P. 265-288.

Clow, K. E. and Baack, D. (2018). Integrated Advertising, Promotion, and Marketing Communications, 8th Global Edition. Pearson Prentice Hall.

Lung, J. (2011). A Closer Look at Identities Affecting Intercultural Business Communication'. In P. Evangelisti / G. Garzone (eds) Discourse, Identities and Genres in Corporate Communication. Bern. Peter Lang, pp. 27-48.

Lung, J. (2015). Interdiscursivity in Public Relations Communication: Appropriation of Genre and Genre Resources. Hermes – Journal of Language and Communication in Business, 27(54), pp. 21-33. .



澳門理工大學  
Universidade Politécnica de Macau  
Macao Polytechnic University

Moriarty, S., Mitchell, N., Wood, C. and Wells, W. C. (2019). Advertising & IMC Principles and Practice, 11th Global Edition. Pearson Prentice Hall.

Websites:

Advertising Age available at: <<http://www.adage.com>>.

Advertising Week available at: <<http://www.adweek.com>>.

### **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/](http://www.mpu.edu.mo/student_handbook/).