



## FACULTY OF BUSINESS

### BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

#### LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	2
Module Code	MRKT0142-321		
Learning Module	Integrated Marketing Communications		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Susana Mieiro	Email	susanamieiro@mpu.edu.mo
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#### 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, budgeting, and media selection.

#### MODULE INTENDED LEARNING OUTCOMES (MILOS)

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

M1.	Develop a clear understanding of integrated marketing communications (IMC) practices and their role in achieving marketing objectives.
M2.	Integrating 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 measuring 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 MILOs aim to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

PILOs	M1	M2	M3	M4	M5
P1. Apply the marketing principles, concepts, and theories in analyzing the changing business environment.	✓	✓	✓		✓
P2. Demonstrate using related marketing tools, technology, and skills to generate proposals and solutions.	✓	✓	✓		✓
P3. Apply self and independent learning to leverage learned knowledge in practical life.	✓		✓		✓
P4. Identify professional ethics from broad marketing practices.	✓	✓		✓	
P5. Develop collaborative groups and synergy teams to achieve objectives and shared goals.		✓	✓		✓
P6. Communicate clearly and effectively in the verbal and written forms and styles appropriate for the marketing profession.	✓		✓	✓	✓
P7. Apply self-understanding and analysis of critical perspectives to issues in broad conditions for problem-solving.	✓	✓	✓	✓	
P8. Associate in a diversified social and global community.		✓	✓		✓

#### 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, behavioral targeting, and search	3.0 hrs
Chapter 10. Social media marketing	<b>3.0 hrs</b>
<b>Midterm Examination and Correction</b>	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
<b>Revisions for the Final Examination</b>	3.0 hrs
<b>Final Examination</b>	3.0 hrs
<b>Total:</b>	<b>45.0 hrs</b>



## 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. Group Report Workshops	✓	✓	✓		✓

## 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 (%)	MILOs to be Assessed
A1. Class Participation and Assignments	25 %	M1, M2, M3, M5
A2. Group Report	35 %	M1, M2, M3
A3. Final Examination	45 %	M1-M5
Total:	100%	

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

Luck, E., Barker, N., & Sassenberg, A.-M. B. (2021). *Integrated Marketing Communications* (6th ed.). Cengage Learning AUS. Retrieved November 04, 2024, from <https://www.cengageasia.com/TitleDetails/isbn/9780170443005#whats-new>

## REFERENCES

Belch, G. E., & Belch, M. A. (2023). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (13th ed.). McGraw Hill. Retrieved November 04, 2024, from <https://www.mheducation.com/highered/product/advertising-promotion-integrated-marketing-communications-perspective-belch-belch/M9781266149061.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/](http://www.mpu.edu.mo/student_handbook/).