

Subject Code	MM589
Subject Title	Promotion and Advertising
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Managing Customers and Markets (MM574) or Marketing Management (MM576)
Objectives	<p>The subject is designed for students who are interested in gaining a more advanced level of understanding of the planning and implementation of various promotional vehicles. The subject is aimed to contribute to the MSc in Marketing Management Programme Outcomes in two ways. First, the content directly addresses the principles and practices of marketing, solving promotion problems in practice, and designing marketing strategies for the digital era. Second, the classroom activities and assessments develop students' teamwork and expertise in promotion and advertising</p> <p>Integrated Marketing Communication (IMC) was a concept that emerged in the 80's when advertising alone was no longer sufficient or the most cost-effective way to promote a brand or to drive sales growth.</p> <p>As a result, marketers have started to diversify their marketing effort to cover sales promotions, public relations, and direct marketing, etc., in response to the changing marketing landscape and consumer lifestyle.</p> <p>Yet "co-existence" is not the same as "integration". For example, having different marketing elements in the marketing plan does not always produce a genuine and workable integrated marketing plan.</p> <p>That is why it is paramount for marketers and business operators to understand the barriers to implementing IMC, of which a significant part of the issue is related to internal policy, corporate culture, and business practice.</p> <p>IMC has also been re-defined following the paradigm shift from the conventional marketing approach to a more customized and fluid model in the digital age.</p> <p>As such, it is critical for any enterprise to embrace the concept of IMC in its current state and be able to apply the key IMC principles in the planning, implementing, measuring, and managing of marketing activities in a holistic manner.</p> <p>This course is structured to examine the concept and evolution of IMC thoroughly by analyzing the values of each medium or discipline with a focus on advertising which is still accounting for a significant portion of the marketing investment, although the form of advertising has been extended to social media and various digital platforms in recent years. Considerable effort will also be dedicated to investigating the impact of technology and big data on how they can add value to the new marketing ecosystem.</p> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 4 (Develop additional expertise in selected aspects of marketing management, chosen from: International Management; Business Analytics; E-Commerce; MM MSc Career Workshop; Marketing Management Dissertation; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Brand Management; Practice of Marketing Management; Promotion and Advertising; Technology Innovation and Management; and Social Media Marketing).</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> apply an IMC approach in the development of an overall advertising and promotional plan; analyze the changing global marketing communications environment in the digital era; develop insights into the characteristics of different forms of traditional and new marketing communications such as advertising, sales promotions, public relations,

	<p>point-of-purchase communications, product placement, internet/viral marketing, mobile marketing, search marketing, KOL collaboration and experiential marketing;</p> <p>d. communicate value in goods and services in real-life marketing situations;</p> <p>e. enhance their creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign;</p> <p>f. develop skills in evaluating the effectiveness of a campaign.</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<p>The importance of using advertising and promotion to build brands / Analyzing how brand communication works and consumers respond / Exploring different forms of marketing communications such as advertising, sales promotions, public relations, point-of-purchase communications, mobile marketing, social media marketing, search marketing and experiential marketing / The social, ethical and legal issues in marketing communications / Establishing IMC Objectives and Budgeting / Developing an IMC Campaign / Monitoring, Evaluation, and Control / Thorough analysis of the new customer journey in digital era / In-depth investigation of the four types of media – paid, earned, owned and shared.</p>
<p>Teaching/Learning Methodology</p>	<p>It aims to examine the subject area from a communication perspective; variables within the promotion mix will be discussed in detail. The students must apply these communication skills to formulate an integrated marketing communication strategy. The first hour of lectures introduces the basic theories and their practical applications. The second hour of lectures provides an opportunity for further analysis of the concepts using real-life examples, videos, and case studies. The seminars give students the opportunity to raise their views on different marketing issues and situations through guided readings, assigned exercises, and group presentations in front of the whole class. Students' active participation is expected.</p> <p>Highly qualified external speakers from various marketing disciplines (from traditional to digital media, etc.) will be invited to share their viewpoints and experience to provide the students with an exceptional and rewarding experience by directly interacting with experts from various aspects of IMC.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a.	b.	c.	d.	e.	f.
	Continuous Assessment*	100%						
1. Class attendance and participation	5%	✓	✓	✓	✓	✓	✓	
2. Individual essay submission - English	15%	✓		✓	✓	✓		
3. Mid-term	20%	✓	✓	✓	✓	✓		
4. Final group project – presentation and report submission	60%	✓	✓	✓	✓	✓	✓	
Total	100 %							
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> • Read the recommended materials (e.g., textbook, articles, cases); • Discuss the issues brought up in the lectures; • Appreciate different approaches that may be adopted in advertising and promotions; • Apply creativity into formulation of an IMC strategy; • Participate in class exercises/discussions. • Interact with guest speakers based on the content shared <p>Feedback will be given to students immediately following the presentations and all students are invited to join the discussion.</p>								
Student Study Effort Expected	Class contact:							
	▪ Lectures						39 Hrs.	
	Other student study effort:							
	▪ Preparation for lectures						20 Hrs.	
	▪ Preparation for assignment / group project and presentation / examination						100 Hrs.	
	Total student study effort							159 Hrs.
Reading List and References	<p><u>Recommended Textbooks</u> <i>Decoding Branding – A Complete Guide to Building and Revamping Brands in the Age of Disruption</i> by Royce Yuen; 2021; Routledge (it is not compulsory to purchase but highly recommended).</p>							

A full set of lecture notes compiled by the instructor will be uploaded on Moodle for free downloading before the course begins.

Some of the lecture notes may only contain the heading and key bullet points. There will be a clear indication of the respective chapter and pages the students should refer to for the topic's complete content.

References/Periodicals

Journal of Advertising

Journal of International Advertising

Media: Asia's Media & Marketing (biweekly)

Admap (monthly)

Admango.com: It monitors advertising media Hong Kong. The database integrates advertisements' content, adspend data and analytics, providing advertising and marketing professionals with invaluable and timely marketing information.

Various newspapers, magazines, journal articles and web addresses will be referenced.

July 2023