

TP Hồ Chí Minh, ngày tháng năm 2019

ĐỀ CƯƠNG MÔN HỌC (COURSE OUTLINE)
INTEGRATED MARKETING COMMUNICATIONS

1. THÔNG TIN TỔNG QUÁT (GENERAL INFORMATION)

Bảng 1: Thông tin tổng quát về học phần (General Information)

❖ Tên học phần:	
Tiếng Việt:	Truyền thông marketing tích hợp
Tiếng Anh:	Integrated Marketing Communications
❖ Mã số học phần:	020388
❖ Thời điểm tiến hành:	
❖ Loại học phần:	
<input checked="" type="checkbox"/> Bắt buộc <input type="checkbox"/> Tự chọn	
❖ Thuộc khối kiến thức/kỹ năng:	
<input type="checkbox"/> Kiến thức đại cương	<input type="checkbox"/> Kiến thức cơ sở ngành
<input type="checkbox"/> Kiến thức cơ bản	<input checked="" type="checkbox"/> Kiến thức ngành
<input type="checkbox"/> Kiến thức chuyên ngành	<input type="checkbox"/> Kiến thức khác
<input type="checkbox"/> Học phần chuyên về kỹ năng chung	<input type="checkbox"/> Học phần khóa luận/luận văn tốt nghiệp
❖ Số tín chỉ:	
Số tiết lý thuyết/số buổi:	45/11
Số tiết thực hành/số buổi:	
Số tiết tự học:	90
❖ Điều kiện tham dự học phần:	
Học phần học trước:	Principles of Marketing, Consumer Behaviour
Học phần song hành:	
Điều kiện khác:	
❖ Giảng viên phụ trách:	Nguyễn Thị Minh Ngọc, MBA.
Khoa/Bộ môn:	Marketing/Specialised Marketing
Email:	Minhngocnguyen.88@gmail.com
Điện thoại:	028 3872 6789 (462)

2. MÔ TẢ HỌC PHẦN (COURSE DESCRIPTIONS)

Integrated Marketing communication is an integral part of the marketing mix that permeates across all marketing tools and beyond. This subject introduces you to the role of advertising and other integrated marketing communication (IMC) functions and how these techniques can be used to advance an organisation's marketing objectives. Emphasis will be balanced between the theoretical, strategic and operational (tactical) roles of advertising and other marketing communications functions.

This subject will provide an understanding of advertising and IMC concepts. You are expected to learn not only about IMC from the textbook, but also through your required readings and attached module notes. The subject forum is also part of your learning resources. You will also be given the opportunity to practise what you learn via the development of an IMC campaign. This will ensure that you understand how IMC interacts with the other elements of the marketing mix.

The subject is structured around the basic building blocks of creating an IMC campaign: researching to determine customer insight, segmenting and targeting, positioning a brand, identifying a range of objectives, developing creative and media strategies, and determining the best way to evaluate and measure the effectiveness of your IMC effort.

3. MỤC TIÊU CỦA HỌC PHẦN (COURSE OBJECTIVES)

Bảng 2: Mục tiêu của học phần (Course Objectives)

Ký hiệu mục tiêu (Objective)	Mô tả mục tiêu (Objective Description)	Chuẩn đầu ra của CTĐT (Learning outcome)	Trình độ năng lực (Learning Domains)
G1	Prepare students with the ability to determine and interpret theoretical concepts underlying integrated marketing communications program and the role of marketing communication in the overall marketing strategy	Ks2	5
G2	Students should be able to demonstrate and assess various elements of the communication mix	Ks2, Ks4	3, 5
G3	Students should be able to assess, determine, and construct how an IMC plan incorporates more than an end-user audience for effective communications	Ks4, Ks5,	3, 6
G4	Students should be able to demonstrate and incorporate theoretical frameworks that integrate various elements of marketing communications	Ks4, Ks5, Ss1, Ss3, Ss4, As3, As4	3, 6

Note: Bloom's Taxonomy of learning domains: 1-Knowledge, 2-Comprehension, 3-Application, 4-analysis, 5-evaluation and 6-creativity

4. CHUẨN ĐẦU RA HỌC PHẦN (COURSE LEARNING OUTCOMES)

Bảng 3: Chuẩn đầu ra của học phần (Course Learning Outcome)

Chuẩn đầu ra (LO)	Mô tả chuẩn đầu ra (Learning Outcome Description)	Chỉ định I, T, U
LO1.1	Determine and interpret theoretical concepts underlying integrated marketing communications program	I
LO1.2	Assess, determine, and construct the marketing communication plans of different businesses	T
LO1.3	Demonstrate and incorporate theoretical frameworks that integrate various elements of marketing communications into a business	T
LO2.1	Gain necessary skills for creativity to solve complicated marketing	T, U

	management problems in the changing era	
LO2.2	Skillfully analyze, evaluate, and provide efficient solutions for the marketing communication program of the businesses	T, U
LO2.3	Develop steady self-development ability for future career and graduated education.	T, U
LO3.1	Develop self-conscious, self-responsible and proactive attitude to work and continuously study to improve oneself	U
LO3.2	Be creative in developing and managing resources, evaluating and improving the effectiveness of marketing management activities.	U

Note: I (Introduce); T (Teach); U (Utilize)

5. NỘI DUNG CHI TIẾT HỌC PHẦN (COURSE OUTLINE)

5.1. Nội dung giảng dạy (Course content)

Bảng 1: Nội dung và lịch trình giảng dạy (Course outline)

Thời gian (Class No.)	Nội dung (Topics)	Teaching – leaning format				Yêu cầu SV chuẩn bị trước	CDR học phần (course learning outcome)	Đánh giá (Evaluation)
		Số tiết						
		Lý thuyết	Bài tập	Thảo luận	Thực hành			
1	Chapter 1: INTRODUCTION TO MARKETING COMMUNICATIONS <i>1.1 The nature of marketing communications</i> <i>1.2 Overview of integrated marketing communications</i>	2,0	1,0	1,0			LO1.1 LO2.1 LO3.1	A1.1 A1.2 A1.3 A2.1
2	Chương 1: INTRODUCTION TO MARKETING COMMUNICATIONS <i>1.3 Brand equity enhancement</i> <i>1.4 The concept of brand equity</i> <i>1.5 Co-branding and ingredient brandind</i>	2,0	1,0	1,0			LO1.1 LO2.1 LO3.1	A1.1 A1.2 A1.3 A2.1
3	Chapter 2: THE COMMUNICATION PROCESS <i>2.1 The communication process</i> <i>2.2 Marketing communications and meaning</i> <i>2.3 Behavioral foundations of marketing communications</i>	2,0	1,0	1,0			LO1.1 LO2.1 LO3.1	A1.1 A1.2 A1.3 A2.1
4	Chapter 4: ADVERTISING MANAGEMENT Part 1: Advertising Management <i>4.1 The magnitude of advertising and as-investment consideration</i> <i>4.2 Advertising function and process</i>	2,0	1,0	1,0			LO1.1 LO1.2 LO2.1 LO2.2 LO3.1	A1.1 A1.2 A1.3 A2.1

	4.3 Setting advertising objective 4.4 Budgeting for advertising 4.5 Legal and regulatory issues for advertising management							
5	Chapter 4: ADVERTISING MANAGEMENT Part 2: Advertising Strategy and Implementation 4.6 Creating effective advertising 4.7 Alternative styles of creative advertising 4.8 Corporate image and issue advertising 4.9 Advertising implementation	2,0	1,0	1,0			LO1.1 LO1.2 LO2.1 LO2.2 LO3.1	A1.1 A1.2 A1.3 A2.1
6	Chapter 4: ADVERTISING MANAGEMENT Part 3: Media Strategies 4.10 Broadcast media 4.11 Print media 4.12 Support media	2,0	1,0	1,0			LO1.1 LO1.2 LO2.1 LO2.2 LO3.1	A1.1 A1.2 A1.3 A2.1
7	Chapter 5: SALES PROMOTION 5.1 Introduction to sales promotion 5.2 Promotion dealing is not always profitable 5.3 Consumer promotions 5.4 Trade promotions	2,5	1,0	1,5			LO1.1 LO1.2 LO2.1 LO2.2 LO3.1	A1.1 A1.2 A1.3 A2.1
8	Chapter 6: DIGITAL MARKETING 6.1 Introduction 6.2 Advantages of online marketing 6.3 The roles of digital marketing in integrated marketing communications 6.4 Digital marketing platform and assets 6.5 Measure digital marketing effectiveness	2,0	1,0	1,0			LO1.1 LO1.2 LO1.3 LO2.1 LO2.2 LO3.1	A1.1 A1.2 A1.3 A1.4 A2.1
9	Chapter 7: DIRECT MARKETING 7.1 The nature of direct marketing 7.2 The evolution of direct marketing 7.3 Components of a direct-marketing campaign	2,0	1,0	1,0			LO1.1 LO1.2 LO1.3 LO2.1 LO2.2 LO3.1	A1.1 A1.2 A1.3 A1.4 A2.1
10	Chapter 8: MARKETING PUBLIC RELATIONS AND SPONSORSHIP MARKETING 8.1 Marketing public relations (PR) 8.2 Corporate advertising	2,0	1,0	1,0			LO1.1 LO1.2 LO1.3 LO2.1 LO2.2 LO3.1	A1.1 A1.2 A1.3 A1.4 A2.1
11	Chapter 9: PERSONAL SELLING 9.1 The importance of personal selling to	2,0	1,0	1,0			LO1.1 LO1.2	A1.1 A1.2

	marketing communications						LO1.3	A1.3
	9.2 The function of salesperson						LO2.1	A1.4
	9.3 Attractive features of personal selling						LO2.2	A2.1
	9.4 Modern selling philosophy						LO3.1	
	9.5 Selling activities							
	9.6 The role of personal selling in the promotional mix							
	9.7 From selling to sales management							
Total		22,5	11	11,5				

- **Giờ tự học (Self-study): 90 hours**

5.2. Nội dung phần tự học (Self-study)

- **Group Assignment:**

Students are required to develop a new and imaginative IMC strategy for an organization.

Organize an event to create awareness of the organization and also to practice CSR. This is a public event and students are in-charge of planning, organizing and implementing the event.

(Note: students must consider more than one target audience and go beyond end-consumers).

- **Individual Reflective Learning Log**

Each group member is to prepare a reflective learning log to accompany the 2nd assignment. The log must cover the following:

- The approach adopted to clarify the assessment task.
- The approach adopted to analyze the task requirements.
- The division of work amongst group member and the major tasks undertaken by the group member.
- The contribution of group members in preparation of the final report.
- A reflection on what was learned about working within a group environment, project planning and management.

6. GIÁO TRÌNH VÀ TÀI LIỆU THAM KHẢO (PRESCRIBED TEXTS AND RECOMMENDED REFERENCES)

Prescribed Texts:

- Chitty W, Barker N, Valos M & Shrimp T.A. 2008, *Integrated marketing communications*, 3rd. Asian Pacific Edn., Cengage Learning, Australia.

Recommended References:

- Quản trị chiêu thị - TS Trần Thị Ngọc Trang – NXB Lao Động – Xã Hội 2008
- Quản trị chiêu thị – TS Hoàng Trọng; Hoàng Thị Phương Thảo – NXB Thống Kê
- Principles of Integrated Marketing Communications – Lawrence Ang - NXB Khoa học và KT
- Arens, William F 2002, *Contemporary advertising*, 8th edn, Irwin-McGraw Hill, Boston.
- Duncan, Tom 2005, *Principles of Advertising & IMC*, 2nd edn, McGraw Hill Irwin, New York.
- Blyth, J 2000, *Marketing communications*, Prentice Hall, Harlow, England. Burnett, J & Moriarty, S 1998, *Introduction to marketing communications*, 2nd edn, Prentice Hall, New Jersey.
- Fitzgerald, M & Arnott, D 2000, *Marketing communications classics*, Thompson Learning

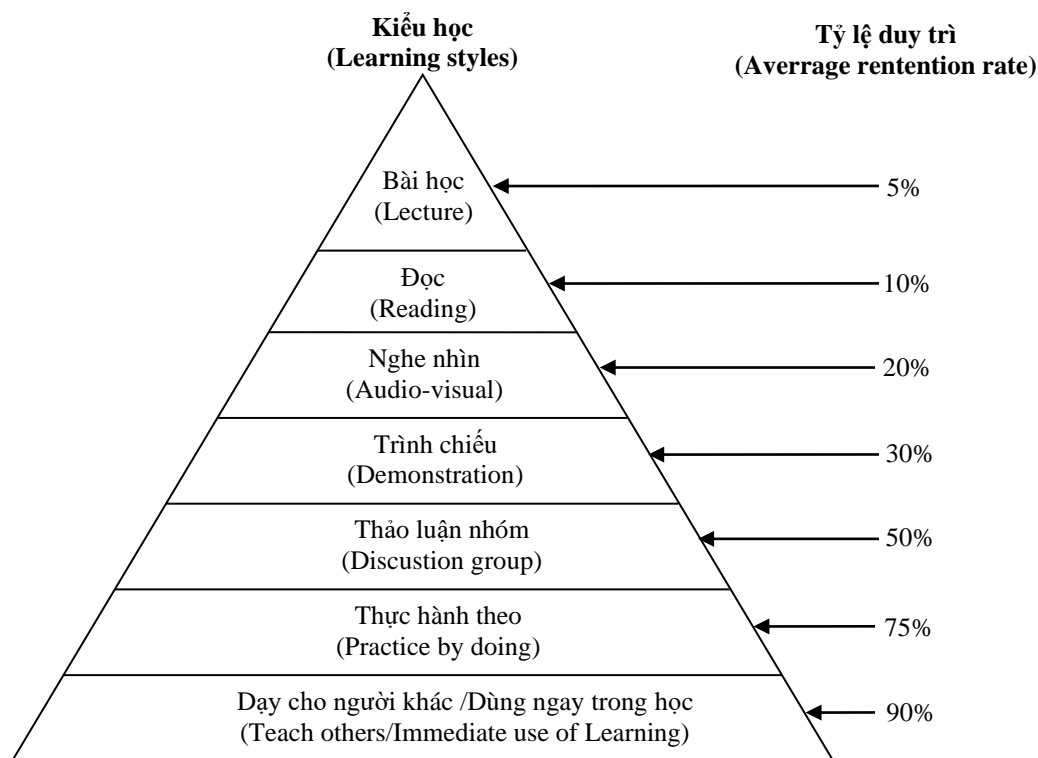
Business Press, Australia.

- O'Guinn, Thomas C, Allen, C & Semenik, Richard J 2000, *Advertising*, 2nd edn, South-Western College Publishing, Cincinnati.
- Parente, D 2000, *Advertising campaign strategy: A guide to marketing communication plans*, 2nd edn, The Dryden Press, Fort Worth.
- Rossiter, J & Percy, L 1997, *Advertising communications & promotion management*, 2nd edn, The McGraw Hill Companies Inc., New York.
- Schultz, Don E, Tannenbaum, Stanley I & Lauterborn, Robert F 1993, *Integrated marketing communications*, NTC Business Books, Lincolnwood, Illinois.
- Shimp, Terence A 2003 *Advertising promotion: Supplemental aspects of integrated marketing communications*, 6th edn, The Dryden Press, Fort Worth.
- Sirgy, J 1998, *Integrated marketing communications: A systems approach*, Prentice Hall, Upper Saddle River, New Jersey.
- Tellis, G 1998, *Advertising and sales promotion strategy*, Addison-Wesley, Massachusetts.
- Waller, D 1998, *How to prepare a promotional plan*, The McGraw Hill Companies, Inc., Sydney.

7. TRÁCH NHIỆM DẠY VÀ HỌC (TEACHING AND LEARNING RESPONSIBILITIES)

7.1. Chiến lược dạy và học (Teaching and learning strategies)

The focus of learning in this module will be investigating and analyzing - using case study, small group discussions and group presentation. Lectures will be held each week to provide structured framework; however, it will emphasize on group learning and student engagement. The pyramid identified in Figure 1 below represents the teaching and learning philosophy of this module.



Hình 1: Mô hình duy trì học tập trong giáo dục
(A Learning Retention Model for Education)

7.2. Phương pháp giảng dạy (teaching techniques)

- This subject is conducted by a combination of different methods: lecture, problem raising, mind map, case study, query, group discussion, industry analysis. There is significant interaction between instructor and students and among students. Students will work independently and work in teams to solve problems, analyze issues, and be creative to solve their assignments.
- Students must actively involve in discussing and solving analytical and strategic marketing issues.

8. ĐÁNH GIÁ KẾT QUẢ HỌC TẬP (COURSE ASSESSMENT)

Bảng 5: Chi tiết đánh giá kết quả học tập (Detailed course assessment)

Thành phần đánh giá (Evaluation components)	Bài đánh giá/thời gian	Nội dung đánh giá [3] (Evaluation matter)	CĐR học phần (course outcome standard)	Số lần đánh giá/thời điểm (time)	Tiêu chí đánh giá (Evaluation criteria)	Tỷ lệ (%)
A1. Progressive Evaluation	A 1.1	Soft skills, self-responsibility	LO3.1 LO3.2	11 times/ every class	Diligence	5
	A 1.2	Learning attitude	LO3.2 LO3.3	11 times/ every class	Learning attitude,	5
	A 1.3	Group discussion	LO1.1 LO1.2 LO1.3	11 times/ every class	Understanding, Explaining	10
	A 1.4	Group presentation	LO1.4 LO2.1 LO2.2 LO2.3 LO3.1	1 time/ from week 8 th	Topic, structure, content, creativity, presentation skills, teamwork	20
A2. Final exam evaluation	A 2.1	Written exam	LO1.4 LO2.1 LO2.2 LO3.2	1 time/ final examination	Analytical skill, critical thinking, analyzing, evaluating, creativity.	60

BAN GIÁM HIỆU

TRƯỞNG KHOA

TRƯỞNG BỘ MÔN

BẢNG 6: CHI TIẾT ĐÁNH GIÁ BÀI TẬP NHÓM – THUYẾT TRÌNH (GROUP ASSIGNMENT MARKING GUIDE)

Tiêu chí (Criterion) Trọng số (%)	Marks			
	0 - <3	3 - <6	6 - <8	8 - <10
1. Scope & structure (10%)	Topic not covered, discussion too brief, little justification. Not integrated well across tools.	Balanced summary of the issues, logical flow of ideas. Recommendations integrated across tools	Fuller and more systematic treatment of the topic. Recommendations integrated okay across tools and audiences.	Well structured recommendations. Integrated well across tools and audiences. Covered assignment question in full.
2.Target Audiences (10%)	Weak description of audience. Doesn't stick closely to topic. Only one type of audience addressed.	Adequate description of audience. Stakeholder audiences (secondary audiences) merely listed.	Sound description of all audiences concerned.	Describes all key aspects succinctly. Sets scene nicely. All audiences described well.
3.Objectives - communication and behavior (5%)	No understanding of behaviour objectives and/or communication objectives. Objectives specified for one audience only.	Demonstrates sound understanding of communication objectives. Objectives set for more than one audience.	Good argument to support communication and behaviour objectives. Specific and measurable. Applied across all audiences.	Sound description of objectives, adhere to criteria. Specific and measurable communication objectives for each audience. Referred to throughout report.
4.Creative Strategy (10%)	No understanding of creative strategy	Understanding of creative strategy but limited justification	Good argument to support creative strategy. Sound attempt to integrate across audiences for consistency	Well argued recommendations. Sound application to origin. Theory understood and interpreted well.
5.Recommendation of promotional tools (practical) (40%)	Only one type of tool recommended. Only one audience considered.	Demonstrates sound understanding of integrating tools - but only audience addressed.	Need to justify recommendations further. But sound attempt to integrate a combination of tools across audiences.	Well argued recommendations. Applied well across tools and audiences - with consideration of budgets, objectives and others
6.Sources of Literature (Amount & type sourced) (5%)	Little or no reading, poor integration of literature into the assignment. Text only used. No referencing.	Accurate reference list attached. Extra references included.	Accurate reference list attached. Extra references included.	Accurate reference list attached. Wide range of literature sourced and integrated. Thorough use of supporting evidence.
7. Presentation (10%)	Difficult for the audiences to get the point.	Most presentation requirements met in a basic way.	Meet all basic presentation requirements. Easy for the audiences to get the points.	Creative and interesting presentation style, Easy for the audiences to get the points.
8.Teamwork (10%)	Poor collaboration among team members	Adequate collaboration among team members	Significant collaboration among team members	Effective and supportive collaboration among team members

BẢNG 7: CHI TIẾT ĐÁNH GIÁ BÀI THI HẾT MÔN (FINAL EXAM MARKING GUIDE)

Tiêu chí (Criterion) Trọng số (%)	Marks			
	0 - <3	3 - <6	6 - <8	8 - <10
1.Knowledge, skills, and attitude (90%)	<ul style="list-style-type: none"> - Answer a few questions - Many flaws - Topic not covered, discussion too brief, little justification. Not integrated well across tools. 	<ul style="list-style-type: none"> - Answer some questions - Some minor mistakes - Demonstrate basic understanding of the subject 	<ul style="list-style-type: none"> - Finish all/ almost all questions - Demonstrate understanding of the subject and ability to apply to practice. - Fuller and more systematic treatment of the topic. Recommendations integrated okay across tools and audiences. 	<ul style="list-style-type: none"> - Effectively finish all questions - Demonstrate sound understanding of the subject and significant ability to apply to practice.
2.Structure and writing style	<ul style="list-style-type: none"> - Little or no attempt to reference in an appropriate way.. - Major flaws. - Difficult for reader to get the point. 	<ul style="list-style-type: none"> - Most presentation requirements met in a basic way. 	<ul style="list-style-type: none"> - Few flaws – typos and spelling mistakes. Style is concise and lucid. 	<ul style="list-style-type: none"> - Error free. Style is concise and lucid. - It is well written and flows clearly from point to point.