

Syllabus and Course Description

Fall/Spring Semester of the Academic Year of Spring, 2018

Course Title : (Chinese) 整合行銷傳播 (English) Integrated Marketing Communication		Department/ Institute	Institute of Business and Management			
		Permanent Course ID	IBM 6070			
Instructor: Professor Yingchan Edwin Tang						
Credits	3	Required/ Elective	Elective	Year of Students (for undergraduat	MBA	
Required competence or courses that must be previously taken by students:						
Marketing Management						
Course Descriptions and Objectives:						
This course is designed to introduce students the field of marketing communication. The emphasis in this course will be on the role of advertising and other promotional mix elements in the integrated marketing communications program (IMC) of a modern organization. The development of an IMC requires an understanding of the overall marketing process, customer behavior, communications theory, and how to set goals, objectives and budgets. Attention will be given to the various IMC tools including advertising, sales promotion, publicity and public relations, personal selling, database marketing, and Internet marketing. We will examine the process by which integrated marketing communications programs are planned, developed and executed as wells as the various factors and considerations that influence this process. We will also discuss the environment in which marketing communication takes place and the various regulatory, social and economic factors that affect the IMC program.						
Textbooks (please specify titles, authors, publishers and year of publication)	1. Belch & Belch (2012), Advertising & Promotion, An Integrated Marketing Communication Perspective , 9th Edition, Irwin/McGraw-Hill (滄海書局) 2. Getting the most from your HBS experience (.pdf) 3. 整合行銷傳播, http://web.it.nctu.edu.tw/~etang/Advertising_and_Promotion/Index.htm					
Course Contents			Hours			Remarks
Topics	Outlines	Lectures	Demonstration	Experiment	Case Discussion	
	1. The Role of IMC in Marketing 2. Integrated Marketing Program Situation Analysis 3. Analyzing the Communication Process 4. Objectives and budgeting for Integrated Marketing Communications Programs	20%	0	0	80%	

	<p>5. Developing the Integrated Marketing Communications Program</p> <p>6. Monitoring, Evaluation, and Control</p> <p>7. Special Topics and Perspectives</p>	20%	0	0	80%	
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Description of Course Details:

Internet Resources:

1. [Advertising World](#) -- a great collection of IMC-related links from UTexas
2. [ciAD @ UT-Austin](#) -- State-of-the Art media planning software
3. Advertising Age - The 20th century and marketing communications.
4. [Advertisement Ave](#) -- the best web site to view current TV ads in USA
5. ADSlogans Unlimited - Ad Slogan "Hall of Fame" by year and brand.
6. [AdCracker](#) -- a good collection of "street smart" creative strategies
7. [Duke Endowment "Library 2000" Fund](#) -- a good collection of over 7,000 printed advertisements in U.S. between 1911 and 1955.
8. [US Library of Congress](#) - all you want to know about Coca-Cola Ads
9. [Smithsonian](#) - Advertising and Commercial Imagery Collections
10. [National Statistics of Taiwan](#) -- All (nearly) you want to know about Taiwan

PREREQUISITES

Students should have taken Marketing Management or have marketing-related working experience.

STUDENT RESPONSIBILITY

Reading assignments should be prepared thoroughly prior to the session for which they are assigned. Lectures will parallel with the text and [Online Learning Center](#) in most instances but will be supplemented by additional material, thereby making attendance a necessity. Each student is expected to participate regularly in class discussion, both as called by the instructor and on a voluntary basis. To a large extent, learning this course is related to 1) the degree of your participation and sharing insights and knowledge, 2) willingness to expose your view points to the critical judgments of your classmates or team members, 3) ability to listen carefully to comments made by other participants. Each student also has the responsibility to become familiar with the provision of the Honor Code and Honor System procedures by the National Chiao Tung University.

TEAM TERM PROJECT

The purpose of the term project is to give students participatory and applied learning experience in the field of advertising and promotion era. This semester we will be working with [McAllen](#), Single Highland Malt Scotch Whisky. Each student team will be assigned as an ad agency and/or marketing consulting team. This means the student team will: 1) research and produce the situation analysis for the brand/product, 2) pitch a campaign theme to the target market, 3) allocate marketing communication budget, and 4) present the integrated marketing communication [campaign proposal](#) to TiVo's general manager.

ONLINE CASES

There are three cases from Pearson's [Companion Websites](#) and eight cases from [Harvard Business Online](#). Each team will be responsible for one online case presentation, which takes a maximum 40 minutes in reviewing the case. For non-presenting teams, each team is expected to submit a maximum 4 typed pages with a brief of synopsis and the major issues resolved.

The use of the participant-centered learning (PCL) case method in our class requires each one of you work individually first -- to carefully read and to think about each case (typically about two hours of preparation time for each case). Once you have done your individual preparation, then you're ready to joint your team's group discussion. The purpose of your group discussion is not to generate consensus, but rather it helps your team members to refine, adjust, and amplify their thinking. A fruitful group discussion is characterized by intense interaction that deepens participant's understanding beyond that gained through individual analysis. You then share your observations, analyses, ideas, or rule of thumb from your group analysis to the class for further discussion. You will quickly find out your teammates or your classmates differ significantly on what's important and how to deal with problems, and the impact of decisions in one sector of an organization upon other sectors. This diversity of opinion from differing perspectives, i.e., surprise, fun, exciting, and sometimes controversial and debates, offers real opportunities for shared learning in case discussion.

Evaluation and Grading Policy

1. Online Cases (Group Presentation, 2 cases) **20%**
2. Online Cases (Group Summary, 12 cases) **30%**
3. Case Discussion & Class Participation (Individual) **25%**
4. Term Project & Teamwork ([evaluation](#)) **25%**

Office Hours	Time Slot	Location	Contact Information
	Friday 14:00-17:00	D17, 4 th Floor,	Appointment by email

Syllabus

<u>Week</u>	<u>Topics (Text Chapters)</u>	<u>Harvard Cases</u>
1	Class Setup IMC Planning Process (1)	PCMPCL Introduction
2	7Ms of IMC in Marketing (2)	Harrington Collection
3	Ad Agency (3)	Leo Burnett Virtual Teamt
4	Management	Yellow Tail
5	Consumer Behavior (4)	elBulli: The Taste of Innovation
6	Market (5)	Cola Wars Continue: Coke and Pepsi in 2006
7	Market (6)	Gucci Group 2000~2009
8	Money and IMC Campaign (7)	Reliance Baking Soda: Optimizing Promotional Spending

9	Creative Strategy (8)	Mountain Dew's New Creative
10	Message (9)	BMW Films
11	Mass Media (10, 11, 12)	Benecol Spread
12	Interactive & Internet Marketing (13, 14, 15)	Microsoft adCenter
13	Public Relation, Publicity, Sales Promotion (16, 17, 18)	L'Oreal, Globalization of American Beauty
14	Measurement (19)	Harrah's Entertainment, Inc.
15	International Advertising (20)	Samsung's Global Marketing
16	Milieu	(Product) Red
17	Regulation & Ethics (21, 22)	Mattel Recalls
18	Project presentation	

Remarks :

- 1 、 Inclusive of visiting institutes/organizations outside the NCTU or other academic events.
- 2 、 Please adhere to pertinent regulations/laws on intellectual property rights. Do not use pirated textbooks.

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