

**THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS**

SCHOOL OF BUSINESS

BUSI0004/MKTG3511 A & B Advertising Management

Course Syllabus

I. Information on Instructors:

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II. Course Description and Objectives

Course Description

This is a practical advertising course covering the advertising theories and applications from both agency and in-house marketing perspectives. The course is designed to equip students with a deep understanding of the advertising industry in the rapid changing global market.

The topics to be covered include ethical issues in advertising, consumer audience, account planning and research, creative and message strategies, media planning, online advertising, design and production elements of print, TV and digital advertisements. In order to facilitate the learning process, real world's advertising strategies, techniques and examples are being applied / demonstrated throughout the whole course.

Course Objectives

- To understand how aspects of communication mix interface to produce a powerful, synergistic IMC campaign;
- to develop students' understanding of advertising management issues involving cultural and social context;
- to investigate the creative tools required to stimulate desire and impact, as well as to acquire the skills in analysing and evaluating the effectiveness of advertising campaigns;
- to understand practical online and offline IMC strategies and their corresponding limitations;
- to enable students to acquire research tools and skills for exploring and addressing specific advertising management issues;
- to allow students to experience advertising industry environment via guest lectures and interaction with advertising professionals from leading international companies;
- to allow students to carry out teamwork and use practical skill to simulate a practical business scenario.

Textbook

Advertising, Promotion, & Supplemental Aspects of Integrated Marketing Communications, 6th Edition, by Terence A. Shrimp, Thomson South-Western

III. Course Learning Outcomes (CLOs)

Upon completing this course, students should be able to:

CLO1. Understand the practical techniques to developing successful advertising strategy.

CLO2. Appreciate the models and approaches that promote creative and effective advertising.

CLO3. Realize the practical application of various online and offline advertising media, and understand the process in developing competitive media planning.

CLO4. Demonstrate effective written and verbal communication and teamwork skills through group project presentations and reports.

Programme Learning Outcomes (PLOs)

The description of programme learning outcomes is as below:

PLO1: Acquisition and internalization of knowledge of the programme discipline

PLO2: Application and integration of knowledge

PLO3: Inculcating professionalism and leadership

PLO4: Developing global outlook

PLO5: Mastering communication skills

Alignment of Program and Course Learning Outcomes

Course Learning Outcomes	Aligned Programme Learning Outcomes
CLO1. Understand the practical techniques to developing successful advertising strategy.	PLO1,2,4,5
CLO2. Appreciate the models and approaches that promote creative and effective advertising.	PLO1,2,4
CLO3. Realize the practical application of various advertising media, and understand the process in developing competitive media planning.	PLO1,2,4
CLO4. Demonstrate effective written and verbal communication and teamwork skills through group project presentations and reports.	PLO2,3,5

IV. Teaching and Learning Activities (TLAs)

TLA1: Interactive Lectures, Guest Lectures and Firm Visits

This course is conducted with an integration of lecture, small group discussion, case analysis and in-class discussion. Industry speaker and/or agency visit will also be arranged during the course to enhance practical understanding of the real advertising world.

The major part of the course consists of formal classes and guest lectures, with wide use of course readings and practical cases. Various topics related to advertising management and their applications to local and international market, particularly for Asia region, will be elaborated in details. Practical case discussions will be utilized as the core part of the learning process, with guest lectures to share how international companies operate and succeed in this field.

Students are expected to have pre-class reading and preparations and encouraged to share their views and experience actively in class discussions to deepen their learning. Students are expected to address issues posted in these class exercises and share their thoughts in class. Verbal / written feedback from lecturer, peer, and / or self will be used to facilitate continuous learning.

TLA2: Group Project (Presentation and Written Report)

Students will form groups of 5-6 to assimilate an in-house marketing department of a company in Hong Kong to prepare a written client brief. On the other hand, they will also assume the role of an external advertising agency to make a pitching presentation to the same company. This project will allow students to go through the steps of analyzing a corporation, customer and market using IMC (Integrated Marketing Communications) perspectives by integrating the learned advertising management concepts / skills in an applied business situation.

Major goals

- to promote students' active learning
- to develop students' skills on critical thinking, analytical, and problem-solving
- to stimulate students' application of learnt advertising management concepts and understand how to apply them in a practical industry situation
- to enhance students' skills on communication, presentation and teamwork

Project Background and Requirements

The course requires students to work effectively in a team (5-6 persons) to manage the process of preparing the group projects. The exercise is partially designed to enable the individuals within the team to develop and demonstrate their interpersonal, personal leadership, negotiation, and organizational skills in addition to their academic qualities. The group will be formed during week 3 and each group needs to submit a sheet including the UID and full name of each group member.

1. Group Written Project – Client Brief

Students are required to form into groups, and to assume the role of the Marketing Communications team for a selected organization provided by the lecturer, which carries the responsibility to increase their brand awareness and customer loyalty in Hong Kong.

Due to intense competition, the selected organization is now facing the need to enhance their brand image in Hong Kong. In year 2017, they are going to conduct a large Integrated Marketing Communications (IMC) campaign to increase their public awareness and retain existing customers.

Representing as the Marketing Communications team of the organization, each group is required to write an IMC campaign / client brief to send to the top five advertising agencies in Hong Kong. The agencies will base on this brief to develop their “campaign pitching presentations” to recommend the organization about their overall IMC strategies for the campaign.

Students need to identify the core responsibility of the MarCom department, and are required to locate its mission, objectives, structure and historical activities. A marking guideline for this client / campaign brief which students should focus their work upon is provided in later section.

The client brief should be no more than 15 pages in length (1.5 line spacing and Times New Roman font size of 12), and should be submitted in hardcopy format during week 7. **A cover sheet should include the name and UID of each group member.**

2. Group Presentation – Agency Pitching

Each group now represents one of the top advertising agencies in Hong Kong. Students need to identify the available agencies, and select one which they find being most matched with their strategies / background. They will assume that agency's identity when developing and presenting their agency pitching.

During the agency pitching presentation, the group (agency) is required to present a campaign pitch to convince the briefing organization (the one used in the campaign / client brief) to choose their agency as their partner to implement the 2017 IMC campaign.

Assuming the identity of an advertising agency, students are expected to conduct a practical and professional presentation / pitching, and be able to provide convincing online and offline IMC strategies upto the highest industry standard in order to maximize their chance of winning the account / customer (and also high mark). Assuming the role and identity of the selected organization, the lecturer will also challenge / ask the students about the rationale behind their strategies during the presentation, in order to test their practical understanding / applications of the IMC theories.

The detail marking scheme for this presentation is provided afterwards in this outline. The lecturer (selected organization) will evaluate the capability and strategies of the groups (agencies) based on this guideline.

The group presentations (30 minutes per group covering setup time) will be conducted during weeks 12 and 13. The marks are allocated ONLY based on the pitching / presentation and no written document is required. The groups should also note that they will need to submit to the lecturer a **PPT hardcopy of the presentation with the UID and full name of each group member on the cover sheet**. Preparing and conducting a professional, competitive and quality agency pitching is the critical success factor to obtain a good grade for the presentation.

TLA3: Industry Case Study

Case study is used to provide students with opportunities to (1) apply their learned advertising management principles and tools to analyze the business situations, identify critical issues and / or problems, evaluate alternatives, and make recommendations in applied strategic advertising settings; and (2) reinforce the learning with formative feedback for continuous assessment.

TLA4: Self Study

For each class students are expected to have pre-class reading (including the assigned textbook chapters and supplementary materials) and preparations for class discussions / activities.

Students are also expected to review and integrate the learned advertising management topics for their group project and final examination.

V. Assessment Tasks (ATs)

Each student will be assessed by a combination of the group works (50%) and individual works (50%):

AT1: Participation in class, guest lectures and firm visits	15%
AT2: Final exam	35%
AT3: Group project presentation – agency pitching	35%
<u>Group project written report – client brief</u>	<u>15%</u>
Total	100%

Alignment of Course Learning Outcomes, Teaching & Learning Activities, and Assessment Tasks

Course Learning Outcomes (CLOs)	Teaching and Learning Activities (TLAs)				Assessment Tasks (ATs)		
	TLA1	TLA2	TLA3	TLA4	AT1	AT2	AT3
CLO1	✓	✓	✓	✓	✓	✓	✓
CLO2	✓	✓	✓	✓	✓	✓	✓
CLO3	✓	✓	✓	✓	✓	✓	✓
CLO4	✓	✓	✓	✓	✓	✓	✓

Peer Evaluation for Group Work

In normal cases, each individual group member receives the same total score for his / her group work. However, in some cases, individual group members' scores will be adjusted depending on their efforts, performance, and contributions to the group work.

At the end of the semester, each student is required to evaluate her- / himself and other group members independently and submit the *Self and Peer Evaluation Form*. The group's overall peer evaluation results will be used as one of the references for determining an individual student's total score of group work.

Assessment Criteria

AT1: Participation in class, guest lectures and firm visits (15%)

Each student is expected to prepare for each class, guest lecture and firm visit by completing pre-class assigned reading materials and works and actively participate and contribute to the discussions and activities.

If a student has missed a class, guest lecture or firm visit, s/he is responsible for everything taught or announced on the day of their absence. No make-up arrangement can be made for any missing work and activity.

With the purpose of continuous learning and improvement, the assessment of participation is regarded in this course as an assessment for learning. Each student is expected to (1) prepare for the work by studying and integrating the learned knowledge in class and assigned readings, and (2) reflect on the self-learning strategy and effectiveness in the group process in the mid and/or end of the course.

Class participation will be assessed against the following criteria: (1) clarity and accuracy of responses in class discussions and activities and (2) frequency and quality of class contribution.

AT2: Final exam (35%)

The exam will be cumulative and closed-book. Students are responsible for all the materials covered in the course. The exam will be used to assess students' (1) understanding of key advertising management principles / concepts, (2) application of the learned knowledge and skills to identify critical advertising issues and recommend solutions relevant to the contexts, and (3) the effectiveness of written communication.

The final examination consists of two sections: multiple choice questions (30%) and essay questions (70%).

Multiple choice questions will be used to assess students' understanding of key advertising management concepts and processes covered in class and assigned textbook chapters. Students should choose one best answer for each multiple choice question and mark the chosen answer clearly on the answer sheet provided.

Essay questions will be used to evaluate students' ability to integrate and apply the learned knowledge and skills to identify strategic advertising problems and critical issues, compare, contrast, and evaluate alternatives, and / or recommend IMC solutions relevant to the contexts. The responses to the essay questions will be assessed against the accuracy, thoroughness, clarity, and organization of the responses to the required questions.

AT3: Group Project (50%) - Written Client Brief (15%) and Agency Pitching Presentation (35%)

Group project will be used to assess students' ability to (1) obtain and integrate relevant information to understand and analyze business situations, (2) identify critical issues, problems, and opportunities in ill-defined / novel situations, and (3) apply relevant findings and appropriate advertising management approaches / tools to recommend implementation plans of advertising strategies specific to the contexts. The effectiveness of presentation and written communication will also be assessed.

The assessment criteria for the written client brief and agency pitching presentation are listed as below:

A. Group Client Brief Assessment Guideline

	Total
<p>1. Where are we now?</p> <ul style="list-style-type: none"> - Start point for the journey - Describe the current position of the brand, its background and the key issues it faces - Product or service description (including key attributes and benefits) - Market size (volume and value) - Brand's positioning - History of brand communications - Competitive brands/products and their communications activity 	25%
<p>2. Where do we want to be?</p> <ul style="list-style-type: none"> - Desired destination of the journey - The goal should be set in the context of the overall corporate business and marketing plan - Typical objectives are to effect improvements in sales, usage, awareness, image, reputation, profitability, customer profile, shareholder value, and/or response levels 	20%
<p>3. What are we going to get there?</p> <ul style="list-style-type: none"> - Full understanding of the total marketing and communications strategy - Describe and define the campaign plan, as well as the specific online and offline advertising/media/PR/DM/SP/etc. briefs within it - Role of each medium or discipline within the total campaign 	20%
<p>4. Who do we need to talk to?</p> <ul style="list-style-type: none"> - Target groups should be defined and prioritized as accurately as possible via demographics, lifestyle, product usage, attitudes, etc. 	10%
<p>5. How will we know we have arrived?</p>	10%

<ul style="list-style-type: none"> - Measures should be put in place to establish whether or not the campaign delivers against its desired objective - How will the campaign be measured? When will it be measured? Who will measure it? Is there any big data being collected? 	
6. Practicalities <ul style="list-style-type: none"> - Budgets: approach to setting the budgets - Timings: what are the key delivery dates? What are the key payment dates? When should the key project milestones be set? - What are the booking dates or deadlines for media? - Other considerations: corporate identity (CI) and other mandatory requirements of the client 	5%
7. Effectiveness of Writing <ul style="list-style-type: none"> - Report organization - Structure and flow - Appropriate length and tone - Free of writing error 	10%
Total Mark	100%

B. Group Pitch Presentation Assessment Guideline

		Total
1.	Understands client's overall business needs and marketing objectives	5%
2.	Understanding of target audience <ul style="list-style-type: none"> - Compositions - Target primary and secondary segments 	10%
3.	Campaign objectives <ul style="list-style-type: none"> - Sales and pre-sales - Primary and secondary segments - Quantified actions - Timeframe 	10%
4.	Key message selection <ul style="list-style-type: none"> - Justification behind - Impacts to target audience 	10%
5.	Creative strategy <ul style="list-style-type: none"> - Appeals and executions - Celebrity, spokesperson and KOL - Online and offline IMC elements 	20%
6.	Media strategy <ul style="list-style-type: none"> - Target reach and frequency - Schedule and timing - Mix of online and offline media 	20%
7	Evaluation of the campaign <ul style="list-style-type: none"> - Pre- and post-campaign evaluations - Any big data analytics 	5%
8.	Impressions of the agency <ul style="list-style-type: none"> - Industry experience - Team work - Confidence demonstrated - Account management experience 	15%

9	Clarity of communication <ul style="list-style-type: none"> - Use of visual aids - Verbal presentation skills - Non-verbal presentation skills - Facilitate interest of attendants 	5%
		100%

VI. Standard for Assessment

Course Final Grade:

Individual student's final grade for the course will be assigned according to the accumulative score that s/he has obtained from all of the assessment tasks:

Course Final Grade = Class Participation (15%) + Group Pitching Presentation (35%) +
Group Written Client Brief (15%) + Final Exam (35%)

Course Final Grade	Description
A+, A, A-	Consistently demonstrate a thorough grasp of the subject as evidenced by achieving an outstanding performance in understanding of advertising management principles and concepts, critical analysis and synthesis, application of knowledge, formulation of IMC solutions, written and verbal communication and teamwork skills.
B+, B, B-	Frequently demonstrate a substantial grasp of the subject as evidenced by achieving a proficient performance in understanding of advertising management principles and concepts, critical analysis and evaluation, application of knowledge, formulation of IMC solutions, written and verbal communication and teamwork skills.
C+, C, C-	Occasionally demonstrate a general grasp of the subject as evidenced by achieving a moderate performance in understanding of advertising management principles and concepts, analysis and evaluation, application of knowledge, formulation of IMC solutions, written and verbal communication and teamwork skills.
D+, D	Demonstrate a partial grasp of the subject as evidenced by achieving an adequate performance in understanding of advertising management principles and concepts, analysis and evaluation, application of knowledge, formulation of IMC solutions, written and verbal communication and teamwork skills.
F	Demonstrate a poor grasp of the subject as evidenced by achieving a poor performance in understanding of advertising management principles and concepts, analysis and evaluation, application of knowledge, formulation of IMC solutions, written and verbal communication and teamwork skills.

Assessment Rubrics for Each Assessment Task:

AT1: Class Participation (15%):

Performance Level	Assessment Rubrics for Class Participation
A+, A, A-	<ul style="list-style-type: none">▪ All or almost all oral/written responses are clear, accurate, and/or with sufficient elaboration as required.▪ Consistently actively contribute to the class discussions and activities by providing relevant and helpful examples and analyses, suggesting creative and insightful solutions, raising thoughtful questions, synthesizing across readings and discussions, appropriately challenging assumptions and perspectives, expanding the class's perspective, and/or reflecting the group process and individual contributions to the group work with thoughtful improvement suggestions in the future.
B+, B, B-	<ul style="list-style-type: none">▪ Most oral/written responses are clear, accurate, and/or with sufficient elaboration as required.▪ Actively contribute to the class discussions and activities by providing relevant examples and analyses, suggesting creative solutions, raising some thoughtful questions, occasionally synthesizing across readings and discussions, appropriately challenging assumptions and perspectives, expanding the class's perspective, and/or reflecting the group process and individual contributions to the group work with good improvement suggestions in the future.
C+, C, C-	<ul style="list-style-type: none">▪ Some oral/written responses are clear, accurate, and/or with sufficient elaboration as required.▪ Contribute to the class discussions and activities by providing some relevant examples and analyses, suggesting solutions but lacking of creativity, raising questions for clarification, sharing ideas only based on required readings, and/or describing the group process and individual contribution to the group work with limited improvement suggestions in the future.
D+, D	<ul style="list-style-type: none">▪ Few oral/written responses are clear, accurate, and/or with sufficient elaboration as required.▪ Contribute to the class discussions and activities by providing limited relevant examples and analyses, suggesting incomplete solution, raising questions and sharing ideas not closely related to the topic being discussed, and/or including incomplete descriptions of the group process and individual contribution to the group work without improvement suggestions in the future.
F	<ul style="list-style-type: none">▪ Very few or no oral/written responses are clear, accurate, and/or with sufficient elaboration as required.▪ Do not contribute or have limited contribution to the class discussions and activities by providing irrelevant examples, analyses, and solutions, raising questions and sharing ideas unrelated to the topic being discussed, and failed to reflect on the group process and individual contribution to the group work and to suggest improvement in the future or the reflection is unrelated to the objectives.

AT2: Final Exam (35%):

Performance Level	Assessment Rubrics for Final Exam
A+, A, A-	<p><u>Multiple Choice Questions</u> (40%)</p> <ul style="list-style-type: none"> ▪ 80-100% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (60%)</p> <ul style="list-style-type: none"> ▪ All or almost all of the required questions are clearly and accurately responded. ▪ All or almost all of the responses are well organized, clear, fluent, and with sufficient elaboration.
B+, B, B-	<p><u>Multiple Choice Questions</u> (40%)</p> <ul style="list-style-type: none"> ▪ 70-79% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (60%)</p> <ul style="list-style-type: none"> ▪ Most of the required questions are clearly and accurately responded. ▪ Most of the responses are well organized, clear, fluent, and with sufficient elaboration.
C+, C, C-	<p><u>Multiple Choice Questions</u> (40%)</p> <ul style="list-style-type: none"> ▪ 60-69% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (60%)</p> <ul style="list-style-type: none"> ▪ Some of the required questions are clearly and accurately responded. ▪ Some of the responses are well organized, clear, fluent, and/or with sufficient elaboration.
D+, D	<p><u>Multiple Choice Questions</u> (40%)</p> <ul style="list-style-type: none"> ▪ 50-59% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (60%)</p> <ul style="list-style-type: none"> ▪ Few of the required questions are clearly and accurately responded. ▪ Few of the responses are well organized, clear, fluent, and/or with sufficient elaboration.
F	<p><u>Multiple Choice Questions</u> (40%)</p> <ul style="list-style-type: none"> ▪ Fewer than 50% of the responses are accurately and clearly marked. <p><u>Essay Questions</u> (60%)</p> <ul style="list-style-type: none"> ▪ Very few of the required questions are clearly and accurately responded. ▪ Very few of the responses are well organized, clear, fluent, and/or with sufficient elaboration.

AT3: Group Projects (50%) – Written Client Brief (15%) and Agency Pitching Presentation (35%):

Performance Level	Assessment Rubrics for Group Written Client Brief
A+, A, A-	<p><u>Current Analysis</u> (45%)</p> <ul style="list-style-type: none"> ▪ All or almost all important marketing problems, key managerial decisions, and/or critical issues are accurately identified and clearly addressed. ▪ The analysis is insightful, critical, thorough, systematic, consistent, with sufficient supports of relevant and helpful facts/data, and effective application of appropriate concepts /techniques/examples which are nicely integrated to the analysis. <p><u>Future Recommendations</u> (45%)</p> <ul style="list-style-type: none"> ▪ Recommendations are well thought-out and well-articulated with logical flow,

	<p>consistent, feasible, and highly innovative.</p> <ul style="list-style-type: none"> ▪ Almost all pros and cons of alternatives are thoroughly and critically evaluated. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report is well organized with clear coherence and smooth progression of ideas, appropriate length and tone, and free of most writing errors.
B+, B, B-	<p><u>Current Analysis (45%)</u></p> <ul style="list-style-type: none"> ▪ Most important marketing problems, key managerial decisions, and/or critical issues are accurately identified and clearly addressed. ▪ The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful facts/data and application of appropriate concepts /techniques/examples. <p><u>Future Recommendations (45%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are generally clear, logical, consistent, feasible, and innovative. ▪ Most pros and cons of alternatives are sufficiently examined. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report is well organized with coherence and progression of ideas, appropriate length and tone, and generally free of most writing errors.
C+, C, C-	<p><u>Current Analysis (45%)</u></p> <ul style="list-style-type: none"> ▪ Some important marketing problems, key managerial decisions, and/or critical issues are accurately identified and clearly addressed. ▪ The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant facts/data but not directly helpful to the analysis, and application of some appropriate concepts /techniques/examples. <p><u>Future Recommendations (45%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are logical, consistent, with insufficient depth of thoughts and elaborations, and showing attempts to look for feasible and innovative solutions ▪ Some pros and cons of alternatives are examined with some elaboration. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report is generally organized with some coherence and progression of ideas, appropriate length and tone, and a few noticeable writing errors.
D+, D	<p><u>Current Analysis (45%)</u></p> <ul style="list-style-type: none"> ▪ Less important marketing problems/managerial decisions and/or basic issues are identified and addressed. ▪ The analysis lacked of a clear focus, insufficient consistency, largely descriptive, with limited support of helpful and relevant facts/data and application of appropriate concepts/techniques/examples. <p><u>Future Recommendations (45%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are basically logical, but with insufficient thoughts and elaborations, some inconsistency, and showing only adequate attempt to look for feasible and innovative solutions ▪ Some pros and cons of alternatives are identified with limited elaborations. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report is adequately organized with some lapses in coherence or progression of ideas, inappropriate length and/or tone, and/or some noticeable writing errors.

F	<p><u>Current Analysis (45%)</u></p> <ul style="list-style-type: none"> ▪ Marketing problems, managerial decisions, and/or issues identified are superficial, inadequate, irrelevant, or absent. ▪ The analysis is missing or descriptive with no or little supports of relevant facts/data and application of appropriate concepts/techniques/examples. <p><u>Future Recommendations (45%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are not well thought-out, lack of logical flow, inconsistent, impractical, not innovative, and/or even biased. ▪ Very few or no pros and cons of alternatives are identified. <p><u>Effectiveness of Writing (10%)</u></p> <ul style="list-style-type: none"> ▪ The report is poorly organized with serious problems in coherence or progression of ideas, inappropriate length and tone, and writing errors so serious that meaning is obscured.
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Performance Level	Assessment Rubrics for Group Agency Pitching Presentation
A+, A, A-	<p><u>Client needs and campaign evaluation (10%)</u></p> <ul style="list-style-type: none"> ▪ Client needs and campaign evaluation criteria is thorough, precise, articulated with clarity and fluency. <p><u>Situation analysis (20%)</u></p> <ul style="list-style-type: none"> ▪ All or almost all critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is insightful, critical, thorough, systematic, consistent, with sufficient supports of relevant and helpful fact/data, and effective application of appropriate concepts /techniques/examples which are nicely integrated to the analysis. ▪ The overall situation analysis demonstrates a profound understanding of the company’s current situation and generates insightful overall findings by sophisticatedly synthesizing across analyses. <p><u>Recommendations (50%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are well thought-out and well-articulated with logical flow, consistent, responsive, feasible, and highly creative. ▪ Almost all pros and cons of alternatives are thoroughly and critically evaluated. ▪ The overall recommendations of the IMC plan are closely aligned to all of the objectives - profitability, competitiveness, and accountability – and explicitly and clearly addressed. <p><u>Effectiveness of Presentation (20%)</u></p> <ul style="list-style-type: none"> ▪ The presentation is well organized with clear coherence, smooth progression of ideas, articulated and polished with clarity and fluency, effective use of presentation aids, and appropriate length, pace, and tone. ▪ The presentation group skillfully engages the audience and demonstrates consistently high level of professionalism, confidence, enthusiasm, and capability of handling Q&A session.
B+, B, B-	<p><u>Client needs and campaign evaluation (10%)</u></p> <ul style="list-style-type: none"> ▪ Client needs and campaign evaluation criteria is generally thorough, precise, clear and fluent. <p><u>Situation analysis (20%)</u></p>

	<ul style="list-style-type: none"> ▪ Most critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is critical, thorough, systematic, and consistent with supports of relevant and helpful fact/data and application of appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a good understanding of the company’s current situation and a capability of generating overall findings with some insights by synthesizing across analyses. <p><u>Recommendations (50%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are generally clear, logical, consistent, responsive, feasible, and creative. ▪ Most pros and cons of alternatives are sufficiently examined. ▪ The overall recommendations of the IMC plan are aligned to most of the objectives - profitability, competitiveness, and accountability – and clearly addressed. <p><u>Effectiveness of Presentation (20%)</u></p> <ul style="list-style-type: none"> ▪ The presentation is well organized with coherence, generally effective use of presentation aids, generally clear and fluent, and appropriate length, pace, and tone. ▪ The presentation group is generally able to engage audience and demonstrated professionalism, confidence, enthusiasm, and capability of handling Q&A session.
C+, C, C-	<p><u>Client needs and campaign evaluation (10%)</u></p> <ul style="list-style-type: none"> ▪ Client needs and campaign evaluation criteria is moderately thorough, precise, clear and fluent. <p><u>Situation analysis (20%)</u></p> <ul style="list-style-type: none"> ▪ Some critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis is systematic, with insufficient elaboration, some inconsistency, supported by relevant fact/data but not directly helpful to the analysis, and application of some appropriate concepts /techniques/examples. ▪ The overall situation analysis demonstrates a moderate understanding of the company’s current situation and progress in generating overall findings with developing skills in synthesizing across analyses. <p><u>Recommendations (50%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are logical, consistent, with insufficient depth of thoughts and elaborations, and showing attempts to look for responsive, feasible, and creative solutions. ▪ Some pros and cons of alternatives are examined with some elaboration. ▪ The overall recommendations of the IMC plan are aligned to some of the objectives - profitability, competitiveness, and accountability – and addressed. <p><u>Effectiveness of Presentation (20%)</u></p> <ul style="list-style-type: none"> ▪ The presentation is organized with some coherence, moderately clear and fluent, moderately effective use of presentation aids, and some inappropriate length, pace, or tone. ▪ The presentation group shows attempts to engage audience and demonstrated moderate professionalism, confidence, enthusiasm, and/or capability of handling Q&A session.
D+, D	<p><u>Client needs and campaign evaluation (10%)</u></p>

	<ul style="list-style-type: none"> ▪ Client needs and campaign evaluation criteria is adequately thorough, precise, clear and fluent. <p><u>Situation analysis (20%)</u></p> <ul style="list-style-type: none"> ▪ Few critical issues of the company’s current situation are clearly and accurately identified. ▪ The analysis lacks of a clear focus, with insufficient elaboration, insufficient consistency, largely descriptive, with limited support of helpful and relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis demonstrates a limited understanding of the company’s current situation and needs further work to generate overall findings by synthesizing across analyses. <p><u>Recommendations (50%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are basically logical, but with insufficient thoughts and elaborations, some inconsistency, and showing only adequate attempt to look for responsive, feasible, and creative solutions. ▪ Some pros and cons of alternatives are identified with limited elaborations. ▪ Limited alignment of overall recommendations of the IMC plan to the objectives - profitability, competitiveness, and accountability - is shown. <p><u>Effectiveness of Presentation (20%)</u></p> <ul style="list-style-type: none"> ▪ The presentation is adequately organized with some lapses in coherence or progression of ideas, adequately clear and fluent, adequately effective use of presentation aids, and inappropriate length, pace, and/or tone. ▪ The presentation group shows adequate effort to engage audience, confidence, enthusiasm, and/or capability of handling Q&A session.
F	<p><u>Client needs and campaign evaluation (10%)</u></p> <ul style="list-style-type: none"> ▪ Client needs and campaign evaluation criteria is missing most important parts, imprecise, unclear and halting. <p><u>Situation analysis (20%)</u></p> <ul style="list-style-type: none"> ▪ All or almost all issues of the company’s current situation identified are uncritical and irrelevant. ▪ The analysis is missing or descriptive with no or little supports of relevant data/facts and application of appropriate concepts/techniques/examples. ▪ The overall situation analysis does not demonstrate an understanding of the company’s current situation and any work to generate overall findings by synthesizing across analyses. <p><u>Recommendations (50%)</u></p> <ul style="list-style-type: none"> ▪ Recommendations are not well thought-out, lack of logical flow, inconsistent, not responsive, impractical, not creative, and/or even biased. ▪ Very few or no pros and cons of alternatives are identified. ▪ The alignment of overall recommendations of the IMC plan to objectives - profitability, competitiveness, and accountability - is not shown. <p><u>Effectiveness of Presentation (20%)</u></p> <ul style="list-style-type: none"> ▪ The presentation poorly organized with serious problems in coherence or progression of ideas, unclear, halting, ineffectively use of or lack of use presentation aids, and inappropriate length, pace, and/or tone. ▪ The presentation group shows no or little effort to engage audience, confidence, enthusiasm, and/or capability of handling Q&A session.

VII. Course Policies

Late Assignment Penalty:

- All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

<u>No. of days later than the due date:</u>	<u>Deduction of the total point</u>
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

HKU Regulations on Academic Dishonesty:

The University Regulations on academic dishonesty will be strictly enforced.

- Academic dishonesty includes, but is not necessarily limited to, the following types: plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam.
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.

Tentative Course Schedule

Week	Topics	Pre-Reading (Textbook)	Tasks Due Date
1	Overview of IMC and the MarCom Process	Ch. 1 & 2	
2	Brand-Equity Enhancement; Positioning and Targeting	Ch. 2 & 3	
3	Persuasion	Ch. 5	
4	Facilitating Product Adoption	Ch. 6	
5	Advertising Management	Ch. 8	
6	Creative Advertising Strategy and Message Appeals	Ch. 9 & 10	
7	Assessing Ad Message effectiveness	Ch. 11	Group Written Project – Client Brief
8	Media Planning and Analysis	Ch. 12, 13 & 15	
9	Search Engine Optimization (SEO) Search Engine Marketing (SEM)	Additional Handouts	
10	Social Media Optimization (SMO) Data Analytics and Google Analytics	Additional Handouts	
11	Group Presentation		Group Presentation – Agency Pitching
12	Group Presentation		Group Presentation – Agency Pitching

Note: Subject to changes upon the discretion of the lecturer which will be announced during class