

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)
Role and Purposes	<p>The subject is designed for students who had chosen marketing as their area of specialisation. The subject is aimed to develop their planning skills in formulating communication mix strategies and contributes 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 design marketing strategies for the digital era. Second, the classroom activities and assessments develop students' teamwork, and expertise in promotion and advertising</p> <hr/> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising).</p>
Subject 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, point-of-purchase communications, product placement, internet/viral marketing, mobile marketing and experiential marketing; communicate value in goods and services in real-life marketing situations; enhance their creativity, critical thinking and analytical ability through developing an integrated marketing communication campaign; develop skills in evaluating the effectiveness of a campaign.
Subject Synopsis/ Indicative Syllabus	<p>The importance of using advertising and promotion to build brands / Analysing 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, 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.</p>
Teaching/Learning Methodology	<p>It aims to look at the subject area from a communication perspective, variables within the promotion mix, will be discussed in detail. The students are expected to apply these communication skills in formulating integrated marketing communication strategy. The first hour lectures introduce the basic theories and their practical applications. The second hour lectures provide an opportunity for further analysis of the concepts using real-life examples, video, and case studies. The seminars provide students with</p>

opportunity to raise their views on different marketing issues and situations through the use of guided readings, assigned exercises, and for group presentations in front of the whole class. Students' active participation is expected.

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*	50%						
1. Group project	20%	✓	✓	✓	✓	✓	✓
2. Individual essay	20%			✓	✓	✓	
3. Class participation	10%		✓	✓	✓	✓	
Examination	50%			✓	✓	✓	✓
Total	100 %						

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To pass this subject, students are required to obtain Grade D or above in **both** the Continuous Assessment and Examination components.

Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcome:

MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising) is assessed by final subject grade.

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 –

- Read the recommended materials (e.g. text book, 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.

Feedback is given to students immediately following the presentations and all students are invited to join the discussion.

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> Belch, George and Belch, Michael, <i>Advertising and Promotion: an Integrated Marketing Communications Perspective</i>, 9th edition, McGraw-Hill International Edition, 2011.</p> <p>Tuten, Tracy L. and Solomon, Michael R., <i>Social Media Marketing</i>, Pearson Education, 2013.</p> <p><u>References/Periodicals</u> Journal of Advertising Journal of International Advertising Media: Asia's Media & Marketing (biweekly) Admap (monthly)</p> <p>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.</p> <p>Various newspapers, magazines, journal articles and web addresses will be referenced.</p>	