

Course Title		
MLI-C1202	Integrated Marketing Communications	6 cr
Learning Outcomes and Content		
<p>Outcome: Learning outcomes for this course, upon successful completion, include the ability to: 1) appreciate the scope of marketing communications and tools available to marketers, 2) identify the structure of the communications industry and the complexities involved in media management, 3) formulate strategic responses to key issues in marketing communications and gain understanding of ethical considerations, 4) identify and evaluate marketing information required to plan and manage integrated marketing communications campaigns, and 5) analyze and evaluate data and present articulate recommendations that inform creative and effective marketing communications decisions.</p> <p>Content: Marketing communications allow businesses to engage with consumers in order to fulfil their marketing and business objectives. Developing and implementing an effective marketing communications campaign is vital for the survival and growth of the companies in the digital age. An in-depth understanding of the tools and strategies of marketing communications is, therefore, crucial for business students. In this course, students will explore and understand the scope of marketing communications. The course will help them become well-versed in key terms, definitions, concepts, current theories and practices used in Integrated Marketing Communications. The course will cover the communication process, the main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, and online communications. The course will also include topical areas such as media planning, influencer marketing, and crisis communications.</p>		

Instructor Name and Profile
<p>Instructor Name: Professor Jaywant Singh</p> <p>Profile: Jaywant Singh is Professor of Marketing at the Department of Digital and Data Driven Marketing at Southampton Business School, University of Southampton. Professor Singh possesses extensive industry and academic experience spanning more than two decades.</p> <p>His research and publications are in the areas of consumer behavior, marketing communications, and branding. His current research involves examining how people react to brands espousing social causes, corporate brand communications, social media, and digital services. He has taught students at all levels in countries in Europe and Asia. Professor Singh has co-authored a popular textbook on consumer behaviour (Consumer Behaviour: Applications in Marketing, 3rd ed, Sage), and has co-edited a book on contemporary issues in brand management (The Routledge Companion to Contemporary Brand Management). His research has won several awards and has been published in top-tier international journals. He has contributed chapters in edited books, published business case studies, and his contributions and quotes regularly appear in the business press.</p> <p>Professor Singh is a regular speaker at research seminars, international conferences, and is frequently invited for keynote speech across the world, e.g., UK, USA, Sweden, India, China, and Australia. He previously held a Chair in marketing at Kingston University London. Prior to his academic career, he studied and worked in various industries in India, Australia, Denmark, Singapore, and the UK. He regularly provides consultancy to businesses on branding, communications, social media, and consumer behaviour related</p>

issues. He supervises doctoral candidates on topics on the interface of consumer behaviour and branding.

Email Address

j.singh@soton.ac.uk

Office Hours

Online Monday to Friday 2.15-2.45pm, Finland time.

Required Reading

Marketing Communications: Touchpoints, sharing and disruption, 2019, 8th Edition, Pearson.

By Chris Fill and Sarah Turnbull. ISBN-10: 1292234970; ISBN-13: 978-1292234977

Course Schedule

Session # and Date	Topic/s	Assignment/s and Readings
Session 1 20 September 2021 1-2.15pm	Introduction to Marketing Communications	Chapter 1 Case study: Fearless Child (pages 25-27)
Session 2 21 September 2021 1-2.15pm	Issues, Influences and Disruptions in marketing communications; how does MC work	Chapters 2 & 6 Case study: Costa (pages 196-200) <i>Group formation</i>
Session 3 22 September 2021 1-2.15pm	Communication: Theory & Practice	Chapter 3 Case study: L'Oréal (pages 93-95)
Session 4 23 September 2021 1-2.15pm	Buyer Behaviour Live: In conversation with a marketer	Chapter 4 Case study: Understanding beer market in China (supplied in advance)
Session 5 24 September 2021 1-2.15pm	Contemporary consumption in the digital age Guest lecture: <i>Pekka Korpela, Rovio</i>	Chapter 5
Session 6 27 September 2021 1-2.15pm	Marketing communications: Planning, SMART Objectives, positioning	Chapters 7 & 8 Task: Read viewpoint 7.1 (Li-Ning, page 211-212); compare the approaches of Li-Ning and NEPRA (wearnepra.com)
Session 7 28 September 2021		Exam 1: 1-4pm The exam will be held online via Mycourses.

Session 8 29 September 2021 1-2.15pm	Branding and Corporate Reputation Management Brand positioning exercise	Chapter 11
Session 9 30 September 2021 1-2.15pm	Integrated Marketing Communications Guest Lecture: <i>Jukka-Pekka Hares</i>	Chapter 12
Session 10 01 October 2021 1-2.15pm	Advertising effectiveness	Chapters 13 & 19 Case study: Bolio.com (pages 438-441)
Session 11 4 October 2021 1-2.15pm	Public relations, sponsorship Guest lecture: <i>Maiju Hytönen, Stora Enso</i>	Chapters 14 & 15
Session 12 5 October 2021 1-2.15pm	Social Media Marketing; influencer marketing	Chapter 21 Case study: Emirates (pages 502-504)
Session 13 6 October 2021 1-2.15pm	Communications Industry, Media Planning and Practice Creating a campaign exercise	Chapters 9, 20, & 22
Session 14 7 October 2021		Exam 2: 1-4pm The exam will be held online via Mycourses.
Session 15 8 October 2021 1-3pm		Group presentations video submission To be submitted as a video by the group on Mycourses (submit by 10am on 8 th October) Groupwork Q & A; Course overview

Grading	
Course Requirements and Values	Weighting (%) or maximum points
Include a minimum of 3 graded elements in the course.	
Exam 1 (individual)	30%
Exam 2 (individual)	30%
Presentation (group)	30%
Participation	10%
Total	100
Conversion scale	Final grade (official scale)
90 - 100	5
80 - 89	4

70 - 79	3
60 - 69	2
50 - 59	1
0 - 49	0

ECTS STUDENT WORKLOAD

This course is a 6 ECTS unit course, following the ECTS (European Credit Transfer System) guidelines of Aalto University School of Business. The number of hours the average student is expected to work in the course is 160 (including all work).

Types of Hours	Number of Hours
Faculty-led engagement (May include synchronous sessions and asynchronous interaction, eg viewing recorded lectures, distance teamwork and other peer interaction such as threaded discussions.):	45
Self-study hours (May include acquisition of content and assignment completion.):	115
Work with course materials, e.g., required reading	45
Exam preparation	20
Individual research & writing	15
Team projects (meetings, research, preparation, etc.)	35
Work with course materials, e.g., required reading	45
Total of all student workload hours	160

ACADEMIC POLICY STATEMENTS

CODES OF CONDUCT

Academic excellence and high achievement levels are only possible in an environment where the highest standards of academic honesty and integrity are maintained. Students are expected to abide by the Aalto University Code of Academic Integrity, other relevant codes and regulations, as well as the canons of ethical conduct within the disciplines of business and management education.

In addition, the BScBA Program has strict exam regulations in force which must be followed in all test-taking situations.

TEXTBOOK POLICY

All required textbooks and other course materials are the responsibility of the student. It is the expectation of faculty that all students will have access to the textbooks and other reading material. If a student is not able to purchase his/her own copy of the textbook or other required reading materials, it is nonetheless the student's responsibility to find a way to complete the reading for the course.

CLASS PARTICIPATION

A hallmark of the Mikkeli program is student engagement in the classroom, which for this course is an online learning space. Students are expected to participate actively in the course and follow lectures and other presentations, whether synchronous (“live”) or asynchronous (recorded). Assignment deadlines will be enforced as for regular courses. As always, faculty will evaluate your achievement of the learning outcomes of the course through assessment methods approved by the program director. A passive approach to the course will negatively affect your grade. In practical terms, this means that the instructor for the course will take attendance in the synchronous sessions. **Any student who is absent for 20% or more of the synchronous sessions may be dropped from the course.** The decision to drop a student from a course will be made by the instructor, who will inform Mari Syväoja, Manager of Academic Operations: mari.syvaoja@aalto.fi.

Additional Information

Assessments

1. Exam 1 (30%) will consist of two parts

Part A: 25 Multiple choice questions (worth 50%)

Part B: 2 essay-type questions based on theory and practical application (worth 25% each question)

2. Exam 2 (30%) will consist of two parts

Part A: 50 Multiple choice questions (worth 50%)

Part B: 1 essay-type questions based on theory and practical application (worth 50%)

The questions will be based on the curriculum covered in weeks preceding the exam. The classroom sessions are mainly interaction and discussion based. Several areas of the curriculum will be marked for individual study in order to facilitate reading and processing of relevant information from different sources.

Attendance is MANDATORY, and make-up exams will only be held if there are exceptional health/medical circumstances agreeable according to the University administrators.

3. Group presentation (30%)

You will form groups of 4-5 students each. You will need to divide your tasks among yourselves, and each member must present. You will be assessed as a group. It is advisable that you work collaboratively as a significant proportion of your total marks is based on group work. The presentation is intended to be enjoyable and at the same time provide an opportunity to apply theories to practice, as learnt in the curriculum.

The group presentations will be **15-20** minutes long. Each group should upload their pre-recorded video presentation on 8th October by 10am Finland time. You will also submit your PowerPoint slides. During the live session (1-2.15pm), each group will have 5-7minutes Q & A.

Group task:

“Analysing and improving integrated marketing communications mix strategies of your chosen retail brand”

You are the Strategic Brand Communications Manager for a retail company, your company have assigned you and your team (max. 5 people) to evaluate the current integrated marketing communications mix strategies and recommend a revamp. The presentation should cover the following areas and adopt a critical but constructive view supported by factual details (academic theories and practical business knowledge), not just personal opinions:

1. Analyse the integrated marketing communications strategies of your chosen company in light of the theories and research findings and address the following issues:
 - Competitor analysis: identify key competitors
 - Target audience: Analyse the target segments in terms of the behaviour, attitude and lifestyle
 - Brand positioning: identify and discuss the choice of brand/concept which is being promoted with reference to competitive positioning and differential appeal
 - Media selection and communication mix management: Identify and assess the media and IMC tools used by your chosen company.
2. Recommend marketing communication campaign:
 - Recommend how your chosen company can make their IMC strategies more effective and competitive. Provide creative and original campaign idea with a media and content plan that is linked to the set of recommendations made.

The assessment criteria for the presentation include:

- a. Well-structured presentation, presented with high engagement, clarity of communication, rigorously argued, good presentation pace, raises appropriate questions (30%)
- b. Integration of specific theories and/or references to academic research covered in the curriculum, with your analyses; supports arguments with evidence (30%)
- c. High quality ppt slides, use of audio/visual aids, properly referenced sources (20%)
- d. Clearly presented introduction and creative recommendations (20%)

Peer Evaluation

At the end of the module, you may be evaluating the performance of each team member (including yourself). If a team member does not participate in all activities equally, then his/her overall score will be reduced by at least 10%, if not more.

4. Participation (10%)

Given the online delivery of the curriculum, it is vital that you attend all sessions, and participate regularly in the discussions during live sessions as well as the discussion forum. The discussion forum will be a critical area for interactions-based learning. Discussion topics based on current/live communication issues and real-life cases will be posted throughout the course in order to spark off conversation.

I will assess participation based on regular and high-quality contributions. Your contributions will be meaningful if you read the prescribed chapters, and other suggested materials prior to each session on a regular basis. It will enable you to gain deep understanding of the subject, develop skills in applying theory and research insights into practice, think 'outside the box', and become excellent communicators.

It is worth noting that meaningful and frequent participation will be rewarded: non-participants (e.g., just showing up for the live sessions) and seizing "airtime" (simply talking to monopolize time) are not. Following are some good practices in participation behaviour:

- ✓ Are your points relevant to the discussion? Are you building up on the comments of others?
- ✓ Do your comments show comprehension of relevant issues and concepts?
- ✓ Do your comments add to our understanding of the concepts?
- ✓ Do you readily interact with other class members and the instructor?

PEER EVALUATION At the end of the module, you may be evaluating the performance of each team member (including yourself). If a team member does not participate in all activities equally, then his/her overall score will be reduced by at least 10%, if not more. Hence, it is of paramount importance to work together as a team.

2021-2022