

Course Code and Title	
MLI-C1202 Integrated Marketing Communications	6 cr
Learning Outcomes and Content	
<p>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 Profile: Jaywant Singh is Professor of Marketing and Head of the Department of Digital and Data Driven Marketing at Southampton Business School, University of Southampton, UK. Professor Singh possesses extensive industry and academic experience spanning more than two decades. His research and publications are in consumer behavior, marketing communications, and branding. His 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, 4th 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 quotes regularly appear in the business press. Professor Singh is a frequent speaker at research seminars, international conferences, and has given keynote speech across the world, including 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 issues.</p>

Email Address
J.Singh@soton.ac.uk

Office Hours
Monday-Friday: 12-1pm

Required Reading
<i>Marketing Communications: Touchpoints, sharing and disruption</i> , 2023, 9th Edition, Pearson. By Chris Fill and Sarah Turnbull. ISBN-13: 9781292400310 (e-edition), ISBN-13: 9781292400327 (paperback)

Course Schedule		
<p>Deduction due to an absence on the first day of the course: 5 points (on a 100-point scale) will be deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.</p>		
Session # and Date	Topic/s	Assignment/s
Session 1 28 August 2023 9am-12pm	Introduction to Marketing Communications	Chapter 1 Case study: Fearless Child (pages 25-27)
Session 2 29 August 2023 9am-12pm	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 30 August 2023 9am-12pm	Communication: Theory & Practice	Chapter 3 Case study: L'Oréal (pages 93-95)
Session 4 31 August 2023 9am-12pm	Buyer Behaviour	Chapter 4 Case study: Understanding beer market in China (supplied in advance)
Session 5 1 September 2023 9am-12pm	Contemporary consumption in the digital age Marketing-in-practice: <i>tbc</i>	Chapter 5
Session 6 4 September 2023 9am-12pm	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 NÉPRA (wearnepra.com)
Session 7 5 September 2023 9am-12pm	Branding and Corporate Reputation Management Brand positioning exercise	Chapter 11

Session 8 6 September 2023 9am-12pm Mandatory		Exam 1: 9am-12pm The exam will be held in-class.
Session 9 7 September 2023 9am-12pm	Integrated Marketing Communications Marketing-in-practice: <i>tbc</i>	Chapter 12
Session 10 8 September 2023 9am-12pm	Advertising effectiveness	Chapters 13 & 19 Case study: Bolio.com (pages 438-441)
Session 11 11 September 2023 9am-12pm	Public relations, sponsorship Marketing-in-practice: <i>tbc</i>	Chapters 14 & 15
Session 12 12 September 2023 9am-12pm	Social Media Marketing Influencer marketing	Chapter 21 Case study: Emirates (pages 502-504)
Session 13 13 September 2023 9am-12pm	Communications Industry, Media Planning and Practice Creating a campaign: exercise	Chapters 9, 20, & 22
Session 14 14 September 2023 Mandatory		Exam 2: 9am-12pm The exam will be held in-class.
Session 15 15 September 2023 9am-12pm Mandatory		Group presentations 9am-12pm Groupwork Q & A; Course overview

Grading	
Course Requirements	Weighting (%) or maximum points
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 in-class and out-of-class work).

Types of Hours	Number of Hours
Contact hours (on- and off-campus):	45
Out-of-class hours:	115 (Sum of fields below)
Work with course materials, eg required reading	45
Exam preparation	20
Individual research & writing	15
Team projects (meetings, research, preparation, etc.)	35
Total of all student workload (contact and out-of-class) 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 ATTENDANCE AND PARTICIPATION

Class attendance and participation are considered integral parts of teaching and learning at the BScBA program in Mikkeli. Therefore, regular class attendance is required of all students and attendance records are kept for each class. Students are also expected to be in class on time.

If the student participates in the final exam/assessment, it will be graded and counted towards the final grade.

The attendance policy of the BScBA program provides that:

- 1) **A maximum of three absences of any kind** is allowed for a 3-week, 6-credit course. Four or more absences will result in being dropped from the course.

- 1) Whenever taking an absence, **the student bears the risk of missing class**, and the consequences, which may include a lower participation grade, missing a graded activity, etc. It is up to the course instructor to decide whether or not a graded activity can be completed later.
- 2) **An absence on the first day of the course** will result in 5 points (on a 100-point scale) being deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.
- 3) **A student getting to class after the session has started** will not be able to enter the classroom until the first break and will get an absence for the day.
- 4) It is expected that **students marked present for the day are in class the entire time**. Students leaving class early may be marked absent.
- 5) **The instructor may include class participation as a component of the grade**; up to 15% of the total points that can be earned toward the final grade.
- 6) **The instructor may identify up to three days of the course (in addition to the first day) as mandatory**, ie taking an absence on those days would have a direct impact on the course grade.

The instructor for the course will take attendance in classes. 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.

Addition to the attendance policy of the BScBA Program, Mikkeli Campus:

- This addition concerns absences in addition to the normal maximum of three that would fall under a category called **Medical and Family Emergency cases**.
- Students who want to use this option to complete a course must fulfil these criteria:
 - The total absences of the student will exceed the normally allowed three absences due to a major medical problem or family emergency.
 - The student will be absent no more than 5 days; exceeding that number of days will result in dropping the course.
 - Documentation or a detailed explanation concerning the entire period of the emergency (such as a medical certificate) is provided to the Manager of Academic Operations.
- The case-by-case solution will be coordinated by the Manager of Academic Operations, who will deal with the documentation and discuss with the instructor to find a pedagogical solution enabling the student to continue in the course. In case the MAO is on leave, the student should contact the other study office staff.
- The solution must not cause a significant increase in the instructor's workload. The grading elements for the course may be reviewed, and additional assignments may be arranged if feasible. However, a shifting of grading proportions may occur. The course grade might be affected due to the student missing some in-class activities.

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 on exam days, and make-up exams will only be held if there are exceptional health/medical circumstances. In those cases students must provide a medical certificate to me, which will be kept confidential.

3. Group presentation (30%)

You will form groups of 4-5 students each. Each group should be multi-lingual, that is, at least one member should be non-Finnish speaker. 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 will submit their powerpoint slides by 5pm on 14th September. Following the in-class presentation, 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 company¹, 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:

¹ Examples of a multibrand retail company: Lidl, S Group, Tokmanni, IKEA, Masku.com, Hobbyhall.fi, Sokos.fi, Isku.fi, Sotka.fi Verkkokauppa.com/fi, Gigantti.fi, Karkkainen.com, Zalando.fi (you can select offline or online retailer – please discuss with me when selecting).

- 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:

- Well-structured presentation, presented with high engagement, clarity of communication, rigorously argued, good presentation pace, raises appropriate questions (30%)
- Integration of specific theories and/or references to academic research covered in the curriculum, with your analyses; supports arguments with evidence (30%)
- High quality ppt slides, use of audio/visual aids, properly referenced sources (20%)
- 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 in-class 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 used throughout the course in order to spark off conversations.

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 deeper 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 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.