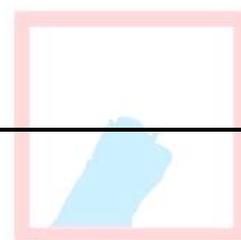


International Summer Program 2019_Course Description

Course Title	Integrated Marketing Communication
Name of Instructor	Hyeon-Cheol Kim, Ph.D.
University/ Department	Professor of Marketing, School of Business Administration, CAU
E-mail	hckim@cau.ac.kr
Course Description	This is an advanced course in the field of marketing which focuses on the role of promotion efforts in our society and how they can be used by organizations to further their marketing objectives. Emphasis will be on the practical application of learning gained in earlier courses, including the development of an Integrated Marketing Communications (IMC) campaign.
Learning Outcomes	At the end of the course, students should: <ol style="list-style-type: none"> 1. examine the reasons for the increasing importance of IMC 2. know the various decision areas under each element of the marketing mix and how they influence and interact with advertising and promotional strategies. 3. understand the process of developing and implementing media strategies. 4. evaluate alternative methods for measuring promotional program effectiveness. 5. help the students learn to participate in a group setting as they have to work in teams in their business careers.
Course Procedures	Class time will be devoted to lecture, discussion, and in-class work. Students are expected to complete readings during the assigned times and be prepared to participate in class discussions. There will be one comprehensive final exam. The tests will be multiple choice, true/false, and short answer and based on assigned chapters. Tests must be taken on the assigned date and time.
Grading and Evaluation	Attendance & Participation: 20% Individual Assignment: 30% Midterm Exam: 30% Final Exam: 30%

Additional Course Information	<p>Students are expected to keep current on reading assignments and be prepared to discuss the material each day. Students should use the lecture to raise and clarify issues remaining unresolved from the readings.</p>
Text and required supplies	<p>Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th Edition by George Belch and Michael Belch (9781259548147)</p>
Instructor's Profile	<p>Ph.D., Oklahoma State University, 2004 M.S., University of Massachusetts, Amherst, 2001 B.S., Chung-Ang University, 1997</p>



Course Schedule

Week	Topics	Assignments	Remarks
1(6/26)	Chapter 1: An Introduction to Integrated Marketing Communications (1)		
2(6/27)	Chapter 1: An Introduction to Integrated Marketing Communications (2)		
3(6/28)	Chapter 2: The Role of IMC in the Marketing Process		
4(7/1)	Chapter 5: The Communication Process (1)		
5(7/2)	Chapter 5: The Communication Process (2)		
6(7/3)	Chapter 6: Source, Message, and Channel Factors (1)		
7(7/4)	Chapter 6: Source, Message, and Channel Factors (2)		
8(7/8)	Midterm Exam		
9(7/9)	Chapter 8: Creative Strategy: Planning & Development (1)		
10(7/10)	Chapter 8: Creative Strategy: Planning & Development (2)		
11(7/11)	Chapter 9: Creative Strategy: Implementation and Evaluation (1)		
12(7/12)	Chapter 9: Creative Strategy: Implementation and Evaluation (2)		
13(7/16)	Chapter 10: Media Planning and Strategy (1)		
14(7/17)	Chapter 10: Media Planning and Strategy (2)		
15(7/18)	Final Exam	Individual Assignment Due	