

Description of Course Unit
According to the ECTS User's Guide 2015

Course unit title	Integrated Marketing Communication (IMC)
Course unit code	IT081320
Type of course unit (compulsory, optional)	Compulsory
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	First cycle bachelor
Year of study when the course unit is delivered (if applicable)	Second year
Semester/trimester when the course unit is delivered	Fourth semester
Number of ECTS credits allocated	
Name of lecturer(s)	Herlinda, S.I.Kom., MM
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Able to identify the basic concepts of IMC and communication processes in marketing (CPL2, CPL3) 2. Able to describe source factor, message factor, channel factor as well as STP (Segmenting, Targeting, Positioning) and SMART goals (CPL4, CPL6) 3. Able to define advertising and promotions, theories and models in advertising and advertising appeal (CPL5) 4. Able to identify new elements of marketing communications (CPL3, CPL5) 5. Able to explain the New Rules in marketing and PR as well as Harnessing power action plans (CPL4) 6. Able to explain Branding and Digital marketing (CPL1, CPL 2, CPL4) 7. Able to produce and create integrated marketing communications strategies (CPL1, CPL6, CPL7)

Mode of delivery (face-to-face, distance learning)	Hybrid learning
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> 1. Definition, basic concepts and history of integrated marketing communication (IMC) 2. Communication process in marketing 3. Source Factors, Message Factors and Channel Factors 4. Segmenting, Targeting, Positioning (STP) in integrated marketing communication (IMC) 5. Implementation of marketing communication strategies (1. SMART goals method, 2. Push, pull and pass concept, 3. SOSTAC concept (Situation, Objectives, Strategic, Tactic, Action and Control)) 6. Advertising and Promotions 7. Advertising Theory and Models 8. Advertising Appeals 9. New elements of Marketing Communications 10. Branding 11. New rules in marketing and PR 12. Action plan Utilizing/Harnessing the power of the new Rules 13. Digital Marketing dan Phygital Marketing Trend 14. Program Evaluation (product survey and IMC program evaluation)
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Belch, G.E. and Belch, M.A., 2004. Advertising and promotion: An integrated marketing communications perspective 6th. New York: McGraw-Hill 2. Rodgers, S. and Thorson, E. eds., 2012. Advertising theory. Routledge. 3. Bhardwaj, D., 2017. The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly by David Merman Scott: Wiley, Hoboken, NJ, 2015, 458 pp., \$18.98 (paperback), ISBN: 978-81-265-6004-2. 4. Phillips, D. and Young, P., 2009. Online public relations: A practical guide to developing an online strategy in the world of social media. Kogan Page Publishers. 5. Scott, D.M., 2015. The new rules of marketing and PR: How to use social media, online video, mobile applications, blogs, news releases, and viral marketing to

	<p>reach buyers directly. John Wiley & Sons.</p> <ol style="list-style-type: none"> 6. Blakeman, R., 2018. Integrated marketing communication: creative strategy from idea to implementation. Rowman & Littlefield. 7. Larry, P., 2008. Strategic Integrated Marketing Communication. Canada: Elsevier. 8. Belch, G., Belch, M., Kerr, G. and Powell, I., 2012. Advertising: An IMC Perspective. 2nd Australian ed. 9. Charlesworth, A., 2014. Digital marketing: A practical approach. Routledge 10. Pike, S., 2012. Destination marketing. Routledge.4 11. Kotler, P. and Keller, K.L., 2016. A framework for marketing management (p. 352). Boston, MA: Pearson. 12. Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T., 2009. Marketing Management (Harlow. Pearson Education Limited), 29 ,pp.11-24. 13. Kotler, P., 2021. Marketing 4.0 Do tradisional ao digital. 14. Kotler, P. and Keller, K., 2021. Marketing Management (15th global edition). Pearson Education Limited. 15. Kotler, P., 2018. Principles Of Marketing Eighth European Edition. 16. Lee, N.R. and Kotler, P., 2019. Social marketing: Behavior change for social good. Sage Publications. 17. Kliatchko, J., 2019. Integrated marketing communication: Putting the human person at the core. Cambridge Scholars Publishing. 18. Fill, C. and Turnbull, S.L., 2016. Marketing communications: brands, experiences and participation. Pearson. 19. Fill, C., 2009. Marketing communications: interactivity, communities and content. Pearson Education. 20. Levin, A., 2020. Influencer marketing for brands. Apress. 21. Deiss, R. and Henneberry, R., 2020. Digital marketing for dummies. John Wiley & Sons
Planned learning activities and teaching methods	Collaborative learning, contextualizing, project based learning, self-learning and relating to real life examples and experiences
Language of instruction	English and Bahasa Indonesia
Assessment methods and	Participatory activity, quizzes, mid and final semester exams.

criteria	
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Integrated Marketing Communications assessment rubric

Writing project on conventional platform.

Direction: chose one of the following topics as writing project topic.

1. Create a paper regarding the basic concepts of Integrated Marketing Communications (IMC) along with examples of each. The paper is printed and presented
2. Create group discussions to analyze the attractiveness of advertising in one of the advertisements in the media. The results of the discussion are printed and presented.

Problem based learning and project based learning on digital platform.

Direction: chose one of the following topics as writing project topic.

1. Conduct case studies in companies/agencies related to the integrated marketing communications strategy carried out by the company/agency in accordance with the IMC theory or concept that has been studied. The content is recorded and presented
2. Creating creative video advertising content for branding in digital marketing communications. The content is recorded and presented

Mid-term test for integrated marketing communications course.

Direction: Identify new elements of marketing communications. Choose one of the following topics as theme.

1. Write Analysis of experiential marketing and brand activation
2. Write Analysis of merchandising and packaging

No	Criteria/Grade	80-100	65-79	50-64	40-59	0-39
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1	Integration of knowledge	The paper demonstrates that the author fully understands and has applied concepts learned in the course. Concepts are integrated into the writer's own insights. The writer provides concluding remarks that show analysis and synthesis of ideas.	The paper demonstrates that the author, for the most part, understands and has applied concepts learned in the course. Some of the conclusions, however, are not supported in the body of the paper.	The paper demonstrates that the author, to a certain extent, understands and has applied concepts learned in the course.	The paper does not demonstrate that the author has fully understood and applied concepts learned in the course.	The paper demonstrates that the author has little understanding of the course.
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2	Topic focus	The topic is focused narrowly enough for the scope of this assignment. A thesis statement provides direction for the paper, either by statement of a position or hypothesis.	The topic is focused but lacks direction. The paper is about a specific topic but the writer has not established a position.	The topic is too broad for the scope of this assignment.	The topic is not clearly defined.	The topic is not relevant with the given instruction.
3	Depth of discussion	In-depth discussion & elaboration in all sections of the paper.	In-depth discussion & elaboration in most sections of the paper.	The writer has omitted pertinent content or content runs-on excessively. Quotations from others outweigh the writer's own ideas excessively.	Cursory discussion in all the sections of the paper or brief discussion in only a few sections.	The discussion is superficial and not academic, with no relevant references.
4	Cohesiveness	Ties together information from all sources. Paper flows from one issue to the next without the need for headings. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	For the most part, ties together information from all sources. Paper flows with only some disjointedness. Author's writing demonstrates an understanding of the relationship among material obtained from all sources.	Sometimes ties Together information from all sources. Paper does not flow - disjointedness is apparent. Author's writing does not demonstrate an understanding of the relationship among material obtained from all sources.	Does not tie Together information. Paper does not flow and appears to be created from disparate issues. Headings are necessary to link concepts. Writing does not demonstrate understanding any relationships	The writing is highly problematic and difficult to understand.