



# HANYANG UNIVERSITY

## INTERNATIONAL SUMMER SCHOOL

\* Please fill out the form completely in English in detail.

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<b>Home University</b>	Sacred Heart University
<b>Department</b>	Welch College of Business and Technology

<b>Course Title</b>	Integrated Marketing Communications
<b>Field of Study</b>	Business/Marketing
<b>Credits</b>	3
<b>Contact Hours</b>	45
<b>Course Code/Number</b>	ISS1120
<b>Course Description</b>	We will learn how and why integrated marketing communications add value to achieving marketing goals of satisfying consumer needs and building long-term relationships and developing brand equity. We will cover specifically components within the promotional mix with a special focus on new and developing methods such as: events and experiential marketing, sponsorships, alternative marketing (buzz marketing, guerrilla marketing, product placements, branded entertainment, lifestyle marketing, and brand communities), and shopper marketing.
<b>Course Objective</b>	<ul style="list-style-type: none"><li>• Students will gain an understanding of important concepts in integrated marketing communications</li><li>• Students will gain an ability to recognize and critically analyze how firms in the real world employ creative solutions in their marketing program to solve marketing problems</li></ul>
<b>Preparations (Pre-Knowledge)</b>	None required
<b>Materials (Textbook/Websites link)</b>	<i>Integrated Marketing Communications, by Pearson</i> , especially produced for this course at \$35.94(USD) at this link: <a href="https://collections.pearsoned.com/#purchaseebook/1323665765">https://collections.pearsoned.com/#purchaseebook/1323665765</a>



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Lesson Plan: Fill out the topic for each class in detail		
Week 1	1 <sup>st</sup> Day	Orientation & Opening Ceremony
	Class 1	Foundations of marketing, branding, promotion mix, and overview of the course
	Class 2	Foundations of integrated marketing communications
	Class 3	Group Project #1: Explore a topic/brand/industry and start basic marketing research for the IMC (integrated marketing communications) plan for the chosen brand
Week 2	Class 4	Branding strategy and promotional mix, emphasizing alternative marketing methods
	Class 5	Buzz and guerrilla marketing, lifestyle and experiential marketing
	Class 6	Product placement, branded entertainment, alternative media and in-store marketing
	Class 7	Alternative and innovative marketing communications case analyses
Week 3	Class 8	Midterm Exam
	Class 9	Sponsorship marketing and event marketing
	Class 10	Sales promotions
	Class 11	Group Project #2: Brainstorm innovative ideas for the chosen brand and complete the checklist for the current practices employed by the brand
Week 4	Class 12	Course review and case analyses in applicative settings
	Class 13	Group consultations with professor
	Class 14	Final project in-class presentations with feedback
	Class 15	Final project content/slides

Evaluation (%)								
* Total sum of percentages should be 100%								
* Only below options are available, please do not change the form (fill out the given form)								
Assignments	Attendance	Final	Group Project	Mid-term	Participation	Presentation	Quiz	Total
0	10	30	30	20	10	0	0	100 %