**Global Learning Initiatives Program Course Syllabus**

Please complete the following form in English. The information will be updated to the Global Learning Initiatives Program website for students’ reference. If you will be offering more than one course, please fill out one form per course offered. Examples in grey.

**Course Information**

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| Course Name  \*provide the **English** course name of the course. | Branding and Integrated Marketing Communications |
| Lecturer(s)  \*provide the lecturers’ **English** name. If there are more than one lecturer, please indicate all lecturers in the column. | Prof. Roland Gau |
| Course Description  \*briefly describe the contents covered in the courses. | This course builds on the fundamentals of the marketing process (STP – Segmentation, Targeting, and Positioning; the 4 P’s – Product, Price, Promotion, and Place/Channels) and takes an analytical approach to the study of strategic branding, particularly with regard to Integrated Marketing Communications (IMC).  A case study approach will be used to explore a variety of situations so that students will better understand the impact of branding, as well as how to use IMC to further branding efforts. Students will use real-life case studies, and their original research to better understand how to develop IMC strategies to address branding issues covered in the course. |
| Course Objectives  \*list out knowledge or skills students should acquire upon completion of course. | (See Course Description) |
| Suggested Proficiencies  (if any)  \*list preferred knowledge or skills students should have before taking the course. | "Marketing Management (MBA level) or instructor's approval.  Undergraduate students require approval by the instructor." |
| Reading List  (if any)  \*list out the textbooks, references, or other reading materials. | 1. Handbook on Brand and Experience Management, by Schmitt and Rogers (2008). Edward Elgar Publishing. 2. Advanced Brand Management, by Temporal (2010), by John Wiley & Sons. 3. Integrated Advertising, Promotion, and Marketing Communications, by Clow and Baack (2018 – 8th Edition). Pearson. |
| Grading Criteria  \*how would the students be assessed during the course. | Description of Course Details:   1. Homework and Assignments:   Students will work on 2 major ***case analyses*** in assigned teams. Teams are expected to use assigned articles as a starting point, integrate additional research (financial reports, reputable articles, etc.), and propose a marketing communications strategy to address the key issues brought up in the case.  Beyond the case analyses, students will also be evaluated on ***class participation***, with the expectation that students participate both with formal presentations, as well as in informal discussions in class. All students are expected to actively participate in discussions on content topics each week. Additionally, for each chapter from the text, students will submit weekly, brief, 1-page writeups based on the ***Mini-Cases*** that are included at the end of the chapters of the text.   1. Exams and Quizzes:   Students will be responsible for 2 open-note, exams where students will be expected to demonstrate literacy of the topics covered in class, as well as potential applications of those ideas. Exams will require that students: 1) describe the core conceptual background of key topics covered in class, 2) identify key strategic factors for successful marketing solutions, and/or 3) relevant marketing tactics to accomplish goals associated with the key strategic factors.   1. Evaluation and Grading Policy:   Exams – 35%  Class Participation (including weekly writeups) – 30%  Case Analyses – 35%   1. Pedagogy and other supplementary information (websites, TAs, handouts and/or databases):   Course documents (syllabus, grading rubrics, etc.) will be available via Google Drive.  Required/optional readings and cases will be available via Google Drive. |

**Course Schedule**

Please complete the following table with the dates and expected course topics. If there are more than one lecturers instructing the course, please also indicate the lecturer for each class.

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| Class | Date (YYYY/MM/DD) | Course Topic | Lecturer |
| 1 | 2022/2/15 | Course Introduction; Marketing Review | Prof. Roland Gau |
| 2 | 2023/2/22 | Intro to IMC and Brand Management I; Case Study Overview | Prof. Roland Gau |
| 3 | 2023/3/1 | Brand Management I; Case 1 – Introduction and SWOT | Prof. Roland Gau |
| 4 | 2023/3/8 | Brand Management III | Prof. Roland Gau |
| 5 | 2023/3/15 | Buyer Behavior; Case 1 – STP Analysis | Prof. Roland Gau |
| 6 | 2023/3/22 | IMC Planning | Prof. Roland Gau |
| 7 | 2023/3/29 | Advertising Campaigns and Design; Case 1 - Proposed IMC Plan | Prof. Roland Gau |
| 8 | 2023/4/5 | **NO CLASS - HOLIDAY** | Prof. Roland Gau |
| 9 | 2023/4/12 | TAKE-HOME MID-TERM EXAM | Prof. Roland Gau |
| 10 | 2023/4/19 | Media Channels | Prof. Roland Gau |
| 11 | 2023/4/26 | Case 2 – Project Proposals | Prof. Roland Gau |
| 12 | 2023/5/3 | Digital Marketing and Social Media | Prof. Roland Gau |
| 13 | 2023/5/10 | Alternative Marketing; Direct Marketing | Prof. Roland Gau |
| 14 | 2023/5/17 | Sales Promotions | Prof. Roland Gau |
| 15 | 2023/5/24 | Case 2 – Status Update | Prof. Roland Gau |
| 16 | 2023/5/31 | Public Relations and Sponsorship | Prof. Roland Gau |
| 17 | 2023/6/7 | TAKE-HOME FINAL EXAM | Prof. Roland Gau |
| 18 | 2023/6/14 | CASE 2 – FINAL PRESENTATION | Prof. Roland Gau |