

SUNY Korea  
**Course Syllabus B334.90**  
**Consumer Advertising and Promotion:**  
**Integrated Marketing Communication 2022**

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Office Hours: Mon. & Wed. 1: to 2, and 4 to 5 or by appointment

**Course Objectives:**

This course integrates the theoretical and, more importantly, the managerial issues concerning the operation of consumer advertising, and in the broader context, the integrated marketing communication (IMC) discipline. More specifically the class aims to have students:

1. learn the *concept* of IMC and their key individual components: advertising, sales promotion, PR and digital communication.
2. learn the *practice* of integrated marketing communication.
3. conduct interactive learning via application of IMC concepts such as through the term project and class assignments.
4. learn the creative process of solving managerial problems via IMC concepts and execution.
5. have *fun* learning about *creative execution* via the 48-hour IMC competition.

**Prerequisites**

Principles of Marketing 384.

**Required Texts and Additional Readings:**

Main: *Advertising and Promotion Management, 10<sup>th</sup> ed.* George E. Belch & Michael A. Belch (or other editions), 2018, McGraw-Hill.

Lecture slides and additional readings: downloadable from course website.

**Evaluation:**

term project	25%
48 hour creative campaign competition	15%

midterm examination	20%
final examination	25%
class attendance and individual participation	15%
peer evaluation	<u>(-15%)</u>
	100%

### Term Project

Each student will form a team of 2~3 persons and conduct a semester-long project on a chosen company/brand. The project will tentatively entail the following content:

1. Brand Background/History
2. Identification of Marketing Communications Vision
3. Consumer Behavioral Analysis of Brand Market
4. Creative Strategy for Brand
  - a. The Big Idea
  - b. Creative Execution
5. Integrated Marketing Communications Strategy and Action
  - a. Advertising
  - b. Sales Promotion
  - c. Public Relations
  - d. SNS and Digital Communications
6. Contingency Plan