

Course Description – Curriculum 2018

Subject: MK317 Integrated Marketing Communications

Credits: 3

Prerequisite: MK312

Description: With an increasingly diverse consumer lifestyle and advanced communication technology, this course is designed to develop concepts, principles, and approach of integrated marketing communications in order to answer the marketing challenge. The content covers integrated marketing communications plan in terms of message and contact point (digital and physical) integration, and evaluation, based on the understanding of consumer and brand, especially brand positioning.