

IMC 3100 Advertising Regulations 0 credits

Prerequisite: BG1401 Business Law II

This course focuses on Thailand's advertising regulatory environment and the role of institutions in charge of monitoring all commercials and programs, such as the National Radio and Television Management Committee. The course also covers the Television Advertising Censorship Process, the Food and Drug Administration (FDA) Act B.E. 2522 regulations, Livestock Development Department regulations, the Consumer Protection Act B.E. 2522, and guidelines for providing substantiation of claims made in advertising statements. Several overlooked problems found in commercials will also be covered.

IMC 3102 Integrated Marketing Communications 3 credits

Prerequisite: MKT 2280 Principles of Marketing

This course examines the strategic use of various marketing communication elements including advertising, sales promotion, public relations, personal selling, event sponsorships and direct marketing to build and maintain brand equity. Analysis will focus on topics such as: selecting among alternative promotional tools; budgeting and allocation decisions; determining appropriate message strategy; developing media schedules for a given product/market, and ethical principles in marketing communications. Particular attention will be paid to the effective integration of elements across the promotional mix.

IMC 3111 Advertising/Sales Promotion Planning 3 credits

Prerequisite: MKT 2280 Principles of Marketing

A detailed study of the basics of advertising and sales promotions from both agency and in-house perspectives. Issues explored include the role of advertising and sales promotion in marketing and brand building and the key elements of planning, budgeting, implementation, and evaluation.

IMC 3121 Communication, Media and Society 3 credits

Prerequisite: MGT 1101 Introduction to Business

An introduction to basic concepts and theories about communication and the media as applied to the field of marketing communications. The course covers a variety of mass communication frameworks and examines the main influences, such as technological advances and social and ethical values, on the development of advertising and public relations.

IMC 3131 Public Relations 3 credits

Prerequisite: MGT 2900 Principles of Management

This is an in-depth introduction to the body of knowledge underlying the public relations process and the job skills of public relations professionals, the role of public relations organizations, and the role of public relations in organizations. The perspective taken in this course is on promotional campaigns in which public relations plays a key element and students will learn about the specific techniques and tools used in the field of public relations.

IMC 3201 Creative Strategy 3 credits

Prerequisite: IMC 3102 Integrated Marketing Communications

This course focuses on the role of creative strategy in promotions and the examination and systematic develop-

ment of the creative brief or copy platform as a means of designing message strategies that evoke consistent value and identity. Students will learn to understand creative content and the creative process, beginning with market analysis and target market selection to brand attributes and value propositions to creative execution. Emphasis is given to working towards and execution of the “big idea”. Assignments and discussions are intended to refine the creative and analytical thinking skills of students.

IMC 3202	Integrated Media Planning	3 credits
Prerequisite:	IMC 3102 Integrated Marketing Communications	

This is an introductory course focusing on the nature of media, the media business, and the media industry in Thailand. Topics covered include: the roles of and relationships among media planners, buyers, and sellers; the characteristics of traditional, nontraditional, and interactive media; general procedures in media planning; basic and advanced measurements in media analysis; evaluation and selection of media vehicles; the strategic media plan [i.e. target audience selection, objective specification, media and vehicle selection, media buying]; setting and allocating the media budget, and; media testing.

IMC 3203	International Marketing Communications	3 credits
Prerequisite:	IMC 3102 Integrated Marketing Communications OR MKT 3620 Global Marketing	

This is a study of globalized and domestic cultural diversity and their impact on IMC strategy development. Particular focus is given to values, behaviors, and underlying assumptions related to verbal and visual communication strategies and the debate surrounding standardization versus localization of worldwide marketing communications campaigns. Case studies of IMC campaigns directed towards culturally specific domestic and international audiences are part of the course methodology.

IMC 3212	Retail Promotions	3 credits
Prerequisite:	IMC 3102 Integrated Marketing Communications	

This course focuses on promotion strategies and tools used by retailers to achieve a multitude of objectives such as building the store image, generating store traffic, and inducing immediate purchases. Students are exposed to the broad array of tools from the use of local advertising in broadcast and print media to in-store displays and product / visual merchandising.

IMC 3221	International Media Systems	3 credits
Prerequisite:	IMC 3102 Integrated Marketing Communications OR MKT 3620 Global Marketing	

An overview of the mass media systems of the world; comparison of theoretical models and actual practice. Explores differing conceptual models of the mass media and their underlying philosophies; actual operations of different press systems with specific economic, political and cultural structures including historical development and current status.

IMC 3222	Media Technologies	3 credits
Prerequisite:	IMC 3121 Communication, Media, and Society	

This course examines the convergence of old and new media technologies. The new digital world combines traditional television and film with computers, telephones, and communication networks to form a collection of products and services that significantly influence all aspects of business and personal communications. The focus is on technologies and industries that constitute today's world of 'digital convergence'.

IMC 3231	Writing for Public Relations	3 credits
Prerequisite: IMC 3131 Public Relations		

This is an intensive course on developing written communication skills and techniques required for professional public relations practices. Attention is also given to the production of materials for special events, newsletters, brochures, institutional advertising and other controlled media.

IMC 3232	Public Relations Media	3 credits
Prerequisite: IMC 3131 Public Relations		

The study of controllable and noncontrollable media used for public relations. The course gives an overview of key channels used for internal marketing and corporate communications as well as channels used to reach external audiences.

IMC 3241	Direct-Response Advertising	3 credits
Prerequisite: IMC 3102 Integrated Marketing Communications		

Overview of direct-response advertising and its measurability; the media involved; and the strategic, tactical and creative approaches. Introduces topics such as database management, mailing lists, telemarketing, lead generation program, catalog marketing, sales promotion and business-to-business marketing communications.

IMC 3252	Business-to-Business IMC	3 credits
Prerequisite: IMC 3102 Integrated Marketing Communications		

Overview of IMC planning, strategy development, and communications techniques used by marketers targeting businesses. Topics covered include targeting multiple buying influences; identifying objectives; creative considerations in marketing high-technology and industrial products; budgetary considerations across the promotions mix, and; the use of trade shows and exhibitions.

IMC 3253	Event Management	3 credits
Prerequisite: IMC 3102 Integrated Marketing Communications		

A course focusing on the nature of designing and managing event promotions, festivals, sponsorships, conventions, and expositions. Particular emphasis is given to Thailand's industry of event marketers. This course is taught from a practical perspective with site visits and guest speakers from the field.

IMC 4102	Account Executive Management	3 credits
Prerequisites: IMC 3201 Creative Strategy Senior standing		

A study of the nature and significance of account executive management from the client-service provider relationship, administration of campaign planning, techniques in advertising planning presentation and coordination among concerned sections, advertising control, problems and obstacles, and suggestions for problem solving.

IMC 4103	IMC Research	3 credits
Prerequisites: IMC 3201 Creative Strategy IMC 3202 Integrated Media Planning MGT 3940 Business Research Methodology		

MKT 3530 Consumer Behavior

A methods course that covers all aspects of conducting marketing and communications research and presenting the research findings. Greater attention is given to marketing communications research topics such as ethics in research, media effects research, advertising effectiveness research, audience and segmentation research, and concept testing. Research approaches such as qualitative research, content analysis, survey research, longitudinal research, and experimental research are covered in detail. Students engage in a comprehensive research project as part of the course requirements.

IMC 4111 Copywriting 3 credits

Prerequisite: IMC 3201 Creative Strategy

This course is designed to enable students to write effective copy for all types of marketing communications media. An introduction to the basic principles and techniques of good copywriting is covered and students apply their copywriting skills through dozens of skill-building exercises such as copywriting for television and radio scripts, print ad messages, and PSAs.

IMC 4112 Advertising Production 3 credits

Prerequisite: IMC 3201 Creative Strategy

A study of principles, planning, and production processes of communication materials for various media, such as television, radio, print, outdoor, multivision, and other printed media. Students gain hands-on experience in video production. Recommended for students interested in broadcast production and the creative aspects of marketing communications.

IMC 4113 Art Direction 3 credits

Prerequisite: IMC 3201 Creative Strategy

A study of art direction and its impact in terms of color combination, layout format, typography and visual composition in both print and TV on effective advertising. Recommended for students interested in graphic design and the creative aspects of marketing communications.

IMC 4114 Internet Advertising 3 credits

Prerequisite: IMC 3102 Integrated Marketing Communications

A study of the Internet as an advertising medium. Topics covered include the types of on-line models of advertising; how Internet advertising time and space is bought and sold; usage behaviors of Internet users; identification of targeting opportunities; measurements of Internet advertising activity and effectiveness; and management software solutions. Students will also learn to develop various forms of Internet advertisements.

IMC 4121 Media Sales 3 credits

Prerequisite: IMC 3202 Integrated Media Planning

A theoretical and practical media sales course in which students are instructed in the basic principles of selling and take part in class workshops. Students are exposed to the selling process practiced in the selling of time and space in broadcast, print, and interactive media. The course introduces various techniques of how media are bought and sold.

IMC 4131 International Public Relations 3 credits

Prerequisite: IMC 3102 Integrated Marketing Communications OR

MKT 3620 Global Marketing

This course covers the history, theory, and practice of advertising and public relations in a global, multi-cultural environment. An exploration of how cultural or value differences influence multinational public relations. Students will learn to become a more effective intercultural communicator.

IMC 4141 **Direct Marketing Campaigns** **3 credits**

Prerequisite: IMC 3202 Integrated Media Planning

A study of the specific application of direct marketing principles and techniques through case study analysis and through researching, planning, executing, and evaluating a direct marketing campaign for a “live” company. Attention is also given to legal and ethical issues involved in responsible direct marketing in Thailand.

IMC 4151 **IMC and Building Brand Equity** **3 credits**

Prerequisites: IMC 3102 Integrated Marketing Communications
Senior standing

This course focuses on how integrated marketing communications cultivates brand equity. This includes the recognition of the importance of effective corporate/product/brand positioning and the utilization of strategies to establish a favorable position. Topics include how brand equity should be managed, how brand equity is created and protected, and how it is measured both perceptually and financially. The four dimensions of brand equity – brand loyalty, brand awareness, perceived quality, and brand associations – are discussed in detail.

IMC 4201 **Decision Making in IMC** **3 credits**

Prerequisites: IMC 3201 Creative Strategy
IMC 3202 Integrated Media Planning

This case methods course is designed to develop students’ analytical ability needed in effective decision-making in marketing communications. Students are exposed to a wide range of managerial issues related to IMC such as identifying the role of marketing communications in organizations, media planning, creative strategy and positioning, evaluating marketing communications campaigns, budgeting, dealing with social and ethical issues, agency relations and management. Students also develop their professional presentation skills by making numerous case analyses presentations throughout the semester. Active class discussion from each student is expected.

IMC 4206 **Strategic Campaign Planning** **3 credits**

Prerequisites: IMC 3201 Creative Strategy
IMC 3202 Integrated Media Planning
112 credits completed

This capstone course is a conceptual synthesis and practical application of business, research, media planning, and creative principles used in the formulation of persuasive messages. Includes the development of a complete integrated marketing communications (IMC) campaign for a specific organization/client. Includes all relevant target audience contact points (e.g., advertising, sales promotion, marketing public relations, event marketing, packaging) and both written and oral presentation of the campaign.

IMC 4216 **Agency Management** **3 credits**

Prerequisites: IMC 3102 Integrated Marketing Communications
Senior standing

This course examines the responsibility of managing an advertising unit or consulting agency and the challenges of functioning in a staff position as a part of organizational management. Considers budgeting and resource management, managing relationships with suppliers and outside counsel, and operating within a legal and ethical framework.

IMC 4226	Media Management	3 credits
Prerequisites: IMC3202 Integrated Media Planning Senior standing		

This course aims to give students a survey of some of the most current management and leadership theories, including those encouraging a new sense of social responsibility. It also gives students the opportunity to apply these theories to a number of different competitive, structural, motivational, strategic, and organizational issues in the media world through a number of case studies.

IMC 4236	Public Relations Management	3 credits
Prerequisites: IMC3131 Public Relations Senior standing		

This course examines the responsibility of managing a public relations unit or consulting agency and the challenges of functioning in a staff position as a part of organizational management. Considers budgeting and resource management and relationships with other institutions, special interest groups, clients, and outside counsel.

IMC 4252	IMC Database Segmentation	3 credits
Prerequisite: IMC4103 IMC Research		

The development of IMC based on the analysis of customer databases. Emphasis is placed on the measurement of customer profitability, the responsiveness of customers to marketing communications, the segmentation of target audiences for communication strategies, and the measurement of communications effectiveness. Analytic results from customer databases are combined with broad communication objectives to establish the foundation for creative strategy development.

IMC 4256	Seminar in IMC	3 credits
Prerequisites: IMC3102 Integrated Marketing Communications Senior standing		

This course covers new developments and specialized topics in IMC. Topics change each term. Students should check specific topic and any special requirements and prerequisites before enrolling.