



# HANYANG UNIVERSITY

## 2019 HISS Syllabus

### Integrated Marketing Communications

Professor:	<b>Nikki Wingate, Ph.D.</b>
E-mail:	<a href="mailto:nwingate@bridgeport.edu">nwingate@bridgeport.edu</a>
Home Univ.:	University of Bridgeport
Dept.:	Ernest C. Trefz School of Business

Description:	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.
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Objective:	<ul style="list-style-type: none"> <li>an understanding of <b>important concepts in integrated marketing communications</b></li> <li>an ability to <b>recognize and critically analyze</b> how firms in the real world employ creative solutions in their marketing program to <i>solve marketing problems</i>.</li> </ul>
Preparations:	<b>Integrated Marketing Communications, by Pearson</b> , especially produced for this course at \$35.94(USD) at this link: <a href="https://collections.pearsoned.com/#purchasebook/1323665765">https://collections.pearsoned.com/#purchasebook/1323665765</a>

Schedule:	Week 1	Foundations of integrated marketing communications and traditional marketing communications including advertising and PR
	Week 2	Non-traditional marketing communications including event and experiential marketing, sponsorship marketing
	Week 3	Innovative marketing communications including new and developing methods in buzz marketing, guerrilla marketing, product placement, branded entertainment, lifestyle marketing, and brand communities
	Week 4	Creative projects for applying innovative methods of integrated marketing communications to existing or hypothetical brands (Final Paper (no exams))

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	30	10	30	10	0

#### Hanyang International Summer School

Office of International Affairs, Hanyang University  
 222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Korea  
 Tel. +82-2-2220-2456 | [iss@hanyang.ac.kr](mailto:iss@hanyang.ac.kr)