

Course Descriptions

Core Courses

MC514 Strategic Integrated Marketing Communications Management 3 (3-0-12)

Integrated marketing communications concepts; streamlining the communication function and media choice; IMC strategies and tactics development that will effectively integrate external and internal communications, application of integrated marketing communications models to organizations in various types of organizations; successful and unsuccessful IMC practices worldwide; IMC application in Asian markets.

MC515 Strategic Marketing Management 3 (3-0-12)

Application of marketing knowledge to business decision making; value creation and value delivery in the context of customer-focused markets; new marketing practices and trends; tools for monitoring marketing trends; forecasting possible market changes.

MC516 Consumer Behavior Insights 3 (3-0-12)

Multidisciplinary views from fields such as psychology, sociology, anthropology and neuropsychology to gain customer insights and decision making processes; study of consumers' consumption experience, their values, culture, lifestyle, buying behavior, brand perception, and emerging trends that shape these behaviors.

MC517 Creativity and Idea Strategy 3 (3-0-12)

Study how to break through the barriers to creativity; fueling creative thinking; applying creativity to communications strategies, business opportunities and innovation; the creative process and how to optimize it; how to develop and translate "big ideas" into effective and innovative communications.

MC518 IMC Tools Development and Delivery 3 (3-0-12)

New ways of developing marketing communication tools from the customers' perspective: messages and incentives, rather than looking at marketing communication tools as separate functions of advertising, public relations, sales promotion and direct marketing. Topics include how to develop messages that can effectively shape customers' perceptions about brands, how to create incentives that encourage desired customer behavior, and how to manage the use of media through which the marketing communicators can effectively deliver messages and incentives to customers or prospective buyers.

Elective/Specialization Courses

MC611 Entrepreneurship 3 (3-0-12)

Development of skills to commercialize business opportunities through new products, new services, new markets, or new organizational structures; risks and

problems faced by entrepreneurs in the early growth stages of business ventures; critical success factors found in entrepreneurial activities; interdisciplinary problem-solving approaches with emphasis on case studies; plans for new business ventures.

MC613 International Marketing

3 (3-0-12)

Study of opportunities and challenges associated with the development and implementation of marketing strategies in international markets; marketing concepts and skills in a global context; global brand management; market entry strategies and international marketing mix strategies; comparison of marketing strategies for domestic markets versus those for international markets.

MC616 Strategic Management

3 (3-0-12)

This course examines the close link between strategic planning and the process of management. Also discussed is the shifting focus of management from operations to strategies, and the different fundamental approaches to strategic planning that can support managerial decision-making. Topics include different strategic planning approaches, scenario planning, Delphi technique, morphological analysis, soft systems methodology, and qualitative and quantitative techniques.

MC619 Strategic Brand Management

3 (3-0-12)

How to build, manage and maintain brands in a sustainable, strategic way; how IMC strategies can contribute to sustainable brand growth; how to manage brands across multicultural markets; how to leverage and measure brand performance and brand equity.

MC620 Strategic Advertising and Sales Promotion Management

3 (3-0-12)

Study of how advertising and sales promotion interact with other disciplines in an effective IMC program; development of skills to create powerful and relevant advertising messages; media selection in a customer-centric approach; advertising planning, implementation and evaluation; identifying media consumption trends and new media that fit the consumers' lifestyle changes, strategic roles of sales promotion in encouraging desired consumer behavior sales promotion techniques and measurement of customer responses.

MC621 Sales Management

3 (3-0-12)

Study of the relationship between sales, advertising, and marketing; communications and negotiations in sales and marketing; techniques of good communications; how to improve communications skills; how to apply those skills to negotiation and sales.

MC622 Customer Relationship Management (CRM)

3 (3-0-12)

Brand contact management; customer acquisition, customer loyalty and retention programs, learning how customers think, decide, react and behave in regards to the availability and purchase of a company's products; models representing properties of consumer behavior; how to build relationships with customers through loyalty and retention programs.

MC623 Customer Database and Interactive Marketing 3 (3-0-12)

Analysis of customer databases and information to profitably manage relationships with customers; gaining customer insights to develop precise business strategies and increase return per customer investment; customer segmentation, analysis of customer's purchasing behavior and customer value; interactive marketing and its role to help provide marketers better access to customers and to understand and serve them better; how interactive communications tools can be integrated with other marketing communications principles to help acquire and retain loyal customers.

MC624 Marketing Public Relations (MPR) and Event Management 3 (3-0-12)

Study of how public relations can add value to IMC programs; how to integrate public relations with other IMC tools to help marketing professionals achieve marketing and sales goals; how to design and implement MPR campaign research, planning and evaluation; professional tips and techniques to develop ongoing media and customer relations and the measurement of MPR outputs and outcomes. Creation of meaningful event programs to shape positive customer experiences, generating publicity and visibility among target markets, and fostering an organization's relationships with customers.

MC625 Organizational Behavior and Leadership 3 (3-0-12)

Study of the relationships between individuals, groups and the organization, and their behaviors and impacts on efficient operations; relationships between behaviors and management principles and practices; behavioral knowledge and skills essential to becoming an effective manager/leader; adoption of IMC practices in organizations; how to manage the organizational structure and culture to successfully achieve corporate goals.

MC626 Marketing Finance 3 (3-0-12)

Principles of finance, financial statements and the process of financial planning and forecasting; how to generate cash inflows from customers and help an organization create shareholders' value through marketing strategies.

MC627 Seminar in Integrated Marketing Communications 3 (3-0-12)

Study of the IMC-related topics that are presently "hot issues" internationally and domestically. Emphasis on students' participative learning and sharing their ideas on how they might tackle these issues.

MC628 Integrated Marketing Communications Campaigns 3 (3-0-12)

A broad view on how communications principles can be effectively integrated to develop persuasive and powerful messages and incentives for target audiences; how to weave all the marketing communications elements together to create measurable, effective marketing communications campaigns; real-life internal and external communications campaign management.

MC629 Special Topics in Integrated Marketing Communications - I 3 (3-0-12)

Special topics will be made available to students when internationally acclaimed academics visit DPU and are encouraged to provide a course on a current, important topic of interest within the marketing communications community.

MC630 Special Topics in Integrated Marketing Communications - II **3 (3-0-12)**

Special topics will be made available to students when internationally acclaimed academics visit DPU and are encouraged to provide a course on a current, important topic of interest within the marketing communications community.

MC631 Special Topics in Integrated Marketing Communications - III **3 (3-0-12)**

Special topics will be made available to students when internationally acclaimed academics visit DPU and are encouraged to provide a course on a current, important topic of interest within the marketing communications community.

Research/Independent Study Courses

BB505 Statistics and Modeling for Business **3 (3-0-12)**

Introduction to business statistics and decision modeling; data collection and presentation; probability and probability distributions; sampling; forecasting; statistical quality control; risk analysis; hypothesis testing; decision analysis; optimization modeling; and simple financial economics.

MC601 Marketing Research and Techniques **3 (3-0-12)**

Modern marketing research frameworks and techniques for decision making concerning communications strategies, channels, messages, and creative ideas. Students will develop the skills required to conduct and oversee qualitative and quantitative research, and interpret and analyze the results.

MC602 Research Methodology for Thesis **3 (3-0-12)**

This course enables students to undertake their research project with an understanding of basic frameworks in research. The purpose of the course is to apply modern techniques used in data analysis and to formulate a hypothesis of interest, design hypothesis testing, and interpret results. The course covers research techniques for gathering information, developing a research proposal and evaluating research carried out by others.

MC701 Independent Study in Integrated Marketing Communications **3 Credits**

This course is a self-study course under the supervision of an advisor on a topic agreed to by the M.A. (IMC) committee.

MC710 Master Thesis **12 Credits**

Individual study in any topic relevant to marketing communication. The topic must be approved by the thesis committee and the student must follow the steps as advice by his or her advisor. Student must make progress report and present his or her work to the thesis committee and in a seminar. Finally, the student must pass the oral defense of thesis.