COURSEWORK PROGRAMMES

**4.1 Master of Communication (Integrated Marketing Communication)
- Coursework (Full-time & Part-time)**

The USM's Integrated Marketing Communication (IMC) postgraduate programme offers applied learning that uniquely combines the rigours of both persuasive communication and marketing. The programme has been specifically designed to produce decision makers who can navigate effectively between the analytical and creative challenges of IMC. Students will master the principles of IMC and develop skills and knowledge that will allow them to strategically integrate various communication functions such as public relations, advertising and promotions towards developing consumer-centric, result-oriented marketing communication solutions. The programme will provide excellent platforms for professional careers such as media specialists, senior marketing executives, sales and promotion manager, public relations consultants, account managers, corporate communication experts and senior media planners.

4.1.1 Course Structure

The programme requires students to complete 43 units of coursework from the following courses:

- YSP501/3 – Principles and Practices of IMC (Core)
- YSP502/3 – Consumer Psychology (Core)
- YSP503/3 - Marketing Management (Core)
- YSP504/3 – Research Methods in IMC (Core)
- YSP505/3 – Brand Management (Core)
- YSP506/3 – Data Analysis in IMC (Core)
- YSP507/3 – Public Relations Management (Core)
- YSP508/3 – Message Design in IMC (Core)
- YSP509/3 – International Advertising (Core)
- YSP510/3 – Issues in IMC (Elective)
- YSP511/3 – Management of Media Strategies (Core)
- YSP512/10 – IMC Research Project (Core)
- YSP513/3 – Digital Strategies in IMC (Elective)

4.1.2 Courses Offered

Semester I

No.	Course Code	Course Title	Unit	Course Work %	Exam %
1.	YSP502	Consumer Psychology	3	60	40

No.	Course Code	Course Title	Unit	Course Work %	Exam %
2.	YSP503	Marketing Management	3	50	50
3.	YSP504	Research Methods in IMC	3	100	-
4.	YSP507	Public Relations Management	3	60	40
5.	YSP511	Management of Media Strategies	3	60	40
6.	YSP512	IMC Research Project	10	100	-
7.	YSP 513	Digital Strategies in IMC (E)	3	60	40

Semester II

No.	Course Code	Course Title	Unit	Course Work %	Exam %
1	YSP501	Principles and Practices of IMC	3	40	60
2	YSP508	Message Design in IMC	3	60	40
3	YSP510	Issues in IMC (E)	3	100	-
4	YSP505	Brand Management	3	60	40
5	YSP506	Data Analysis in IMC	3	70	30
6	YSP509	International Advertising	3	40	60
7	YSP512	IMC Research Project	10	100	-

Each course is offered once in every academic calendar except YSP512.
All courses are CORE courses except for YSP510 and YSP513

4.1.3 Minimum and Maximum Number of Courses to Register in a Semester

Status	Minimum courses to register in a semester	Maximum courses to register in a semester
Full-time students	3 courses	5 courses
Part-time students	2 courses	3 courses

4.1.4 Candidature requirement for a Full-time and Part-time student

Status	Minimum semesters of candidature	Maximum semesters of candidature
Full-time students	3 semester	4 semester
Part-time students	4 semester	8 semester

4.1.5 Academic Track

Students are advised to register courses according to the following schedule:

FULL TIME

Table 1: An example of a 1.5-year study scheme

Semester I (September Semester)	Semester II (February Semester)
♦ YSP502/3 - Consumer Psychology ♦ YSP504/3 - Research Methods in IMC ♦ YSP507/3 - Public Relations Management ♦ YSP513/3 - Digital Strategies in IMC (E)	♦ YSP501/3 - Principles & Practices of IMC ♦ YSP505/3 - Brand Management ♦ YSP506/3 - Data Analysis in IMC ♦ YSP508/3 - Message Design in IMC ♦ YSP509/3 - International Advertising

♦ YSP503/3 - Marketing Management	♦ YSP510/3 - Issues in IMC (E)
Semester III **(September Semester)**	
♦ YSP511/3 - Management of Media Strategies ♦ YSP512/10 - IMC Research Project	

Table 2: An example of a 2 year study scheme

Semester I **(September Semester)**	**Semester II** **(February Semester)**
♦ YSP502/3 - Consumer Psychology ♦ YSP503/3 - Marketing Management ♦ YSP507/3 - Public Relations Management	♦ YSP501/3 - Principles & Practices of IMC ♦ YSP506/3 - Data Analysis in IMC ♦ YSP508/3 - Message Design in IMC
Semester III **(September Semester)**	**Semester IV** **(February Semester)**
♦ YSP504 /3 - Research Methods in IMC ♦ YSP511/3 - Management of Media Strategies ♦ YSP513/3 - Digital Strategies in IMC (E)	♦ YSP505/3 - Brand Management ♦ YSP509/3 - International Advertising ♦ YSP510/3 - Issues in IMC (E) ♦ YSP512/10 - IMC Research Project

Table 3: An example of a 2.5-year study scheme

Semester I **(September Semester)**	**Semester II** **(February Semester)**
♦ YSP503/3 - Marketing Management ♦ YSP507/3 - Public Relations Management	♦ YSP501/3 - Principles & Practices of IMC ♦ YSP505/3 - Brand Management ♦ YSP508/3 - Message Design in IMC
Semester III **(September Semester)**	**Semester IV** **(February Semester)**
♦ YSP502/3 - Consumer Psychology ♦ YSP504/3 - Research Methods in IMC ♦ YSP513/3 - Digital Strategies in IMC (E)	♦ YSP506/3 - Data Analysis in IMC ♦ YSP509/3 - International Advertising ♦ YSP510/3 - Issues in IMC (E)
Semester IV **(September Semester)**	
♦ YSP511/3 - Management of Media Strategies ♦ YSP512/10 - IMC Research Project	

Table 4: An example of a 3-year study scheme

Semester I	**Semester II**

(September Semester)	(February Semester)
♦ YSP502/3 - Consumer Psychology ♦ YSP503/3 - Marketing Management	♦ YSP501/3 - Principles & Practices of IMC ♦ YSP505/3 - Brand Management
Semester III **(September Semester)**	**Semester IV** **(Fourth Semester)**
♦ YSP504/3 - Research Methods in IMC ♦ YSP507/3 - Public relation Management	♦ YSP506/3 - Data Analysis in IMC ♦ YSP508/3 - Message Design in IMC
Semester V **(September Semester)**	**Semester VI** **(February semester)**
♦ YSP511/3 - Management of Media Strategies ♦ YSP513/3 - Digital Strategies in IMC (E)	♦ YSP509/3 - International Advertising ♦ YSP510/3 - Issues in IMC (E) ♦ YSP512/10 - IMC Research Project

4.1.6   Research Project

YSP512/10 – IMC Research Project

The course aims to enhance students' knowledge and skills in the planning and implementation of research project in the field of Integrated Marketing Communication (IMC) by providing the opportunity for the students to conduct research project of their interests within the field, to analyze the data collected and to report the findings in a comprehensive research report.

The course assessment is divided into 2 components:

10% : Proposal Presentation

90% Research Report

The following activities will be performed throughout the project:

a)   Students will choose a suitable research topic and identify a supervisor to work with. Form (RIT001) must be completed by the student and signed by the supervisor.

b)   Students are required to present their research proposal (minimum 20 pages) during the proposal presentation session, normally conducted in Week 5 of the semester. The presentation will be evaluated and graded by a panel.

c)   Once approved, students are expected to meet the supervisors as often as possible to discuss their project work and to record his/her meetings in Form RIT/002E-IMC Research Project Consultation Schedule.

d)   Students are expected to submit the final report in Week 17 (First day of exam week). Research report must be written according to the following format:

- Font 12, Times New Roman
- Double spacing
- APA (6th Ed) style
- Minimum of 60 pages (excluding references and appendices).

- Report must be attached with research consultation schedule and plagiarism check report using Turnitin software.
- Use comb or tape binding (with plastic cover). Use only white paper.
- Cover page must be in orange (similar to the color of IMC logo)

e) A second examiner will be involved in the evaluation of a student's project. Students must submit 4 copies of the final report to the office by the due date.

f) Students must observe the following time period to complete the project:

Status	Minimum semesters to complete	Maximum semesters to complete
Full time	1	2
Part-time	1	3

4.1.7 Graduation Requirement

(i) Students must accumulate a total of 43 units with a CGPA $\geq$ 3.00 for graduation.

(ii) Bahasa Melayu (LKM100) is compulsory for all foreign students and must be taken and passed prior to graduation. The passing grade is C. Registration for this course can be made at the School of Languages, Literacies and Translation, USM through the IPS USM@KL office.