



POSTGRADUATE STUDIES

**MASTER IN INTEGRATED
MARKETING COMMUNICATION**

School of Communication
Universiti Sains Malaysia

www.communication.usm.my

COURSEWORK PROGRAMMES

1.0 MASTER IN INTEGRATED MARKETING COMMUNICATION - COURSEWORK (FULL-TIME & PART-TIME)

Integrated Marketing Communication (IMC) is a strategic approach to planning, implementing, and evaluating brand communications by integrating multiple communication channels to deliver consistent and measurable messages across traditional and digital media.

In today's technology-driven environment, IMC has expanded to include digital marketing, social media, data analytics, marketing automation, and artificial intelligence (AI), reflecting the growing demand for professionals with integrated strategic communication and digital competencies.

In line with Universiti Sains Malaysia's motto, "Kami Memimpin" (We Lead), the programme was first introduced in 2012 and underwent a comprehensive curriculum review in 2020 before being relaunched in 2021. The revised curriculum adopts a digital-first, data-driven, and future-focused approach to prepare graduates to address the challenges of digital transformation, AI-enabled marketing, and evolving consumer behaviour. Students develop competencies in strategic communication, integrated media planning, digital campaign management, communication analytics, and emerging marketing technologies such as AI.

With more than 50% of its students comprising working professionals, the programme attracts learners from diverse industries, including advertising, digital media, corporate communication, marketing, and public relations. It has also established an international presence by attracting students from countries such as Saudi Arabia, China, Japan, Canada, Nigeria, Bangladesh, Indonesia, and the Maldives, providing a dynamic and globally connected learning environment. The program is currently offered only at USM@KL.

1.1 COURSE STRUCTURE

The programme requires students to complete 42 units of coursework from the following courses:

Core subjects:	
YSP515/4 units	Strategic Branding and Marketing Management
YSP517/4 units	Fundamentals of IMC
YSP518/4 units	Consumer Psychology
YSP519/4 units	Research Methods in IMC
YSP520/4 units	Content Ideation
YSP521/4 units	Brand Touch Point Management
YSP524/6 units	IMC Capstone Professional Project

Electives (Choose only 3 subjects)	
YSP514/4 Units	Social Media Communication
YSP516/4 units	Advances in Advertising
YSP522/4 units	Strategic Public Relations
YSP523/4 units	Digital Strategies in IMC
YSP525/4 units	Artificial Intelligence in IMC

1.2 COURSES OFFERED SEMESTER I (SEPTEMBER)

No.	Course Code	Course Title	Unit	Course Work %	Exam%
1.	YSP516	Social Media Communication (E)	4	100	-
2.	YSP518	Consumer Psychology 60-40	4	60	40
3.	YSP519	Research Methods in IMC	4	100	-
4.	YSP521	Brand Touchpoint Management	4	100	-
5.	YSP523	Digital Strategies in IMC (E)	4	100	-
6.	YSP524	IMC Capstone Professional Project 6	6	100	-
7.	YSP525	Artificial Intelligence in IMC (E)	4	100	-

Course Offered Semester II (March)

No.	Course Code	Course Title	Unit	Course Work %	Exam%
1	YSP514	Advances in Advertising (E)	4	100	-
2	YSP515	Strategic Branding & Marketing	4	100	-
3	YSP517	Fundamentals of IMC	4	60	40
4	YSP519	Research Methods in IMC	4	100	-
5	YSP520	Content Ideation	4	100	-
6	YSP522	Strategic Public Relations (E)	4	60	40
7	YSP524	IMC Capstone Professional Project	6	100	-

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

1.4 CANDIDATURE REQUIREMENT FOR A FULL-TIME AND PART-TIME STUDENT

Status	Minimum courses to register in a semester	Maximum courses to register in a semester
Full-time students	2 semester	4 semester
Part-time students	4 semester	8 semester

1.5 ACADEMIC TRACK

Master of Communication (Integrated Marketing Communication) programme is a flexible programme designed to suit the needs of working adults in the industry. Essentially, the programme allows the students to plan their studies based on the following track:

a) Track A: Proposed Academic Track for Full-Time Student (1 Year)

SEMESTER SEPTEMBER	SEMESTER MARCH
• YSP516/4 – Social Media Communication (E) • YSP518/4 – Consumer Psychology • YSP519/4 – Research Methods in IMC • YSP521/4 – Brand Touchpoint Management • YSP523/4 – Digital Strategies in IMC (E) • YSP525/4 – Artificial Intelligence in IMC (E) Choose only 3 elective subjects	• YSP514/4 – Advances in Advertising (E) • YSP515/4 – Strategic Branding & Marketing • YSP517/4 – Fundamentals of IMC • YSP520/4 – Content Ideation • YSP522/4 – Strategic Public Relations (E) • YSP524/6 – IMC Capstone Professional Project

b) Track B: Proposed Academic Track for Full-Time Student (1 ½ Years)

SEMESTER SEPTEMBER	SEMESTER MARCH
• YSP518/4 – Consumer Psychology • YSP519/4 – Research Methods in IMC • YSP521/4 – Brand Touchpoint Management • YSP523/4 – Digital Strategies in IMC(E) • YSP525/4 – Artificial Intelligence in IMC	• YSP514/4 – Advances in Advertising (E) • YSP515/4 – Strategic Branding & Marketing • YSP517/4 – Fundamentals of IMC • YSP520/4 – Content Ideation • YSP522/4 – Strategic Public Relations (E)
SEMESTER SEPTEMBER	
• YSP516/4 – Social Media Communication (E) • YSP524/6 – IMC Capstone Professional Project Choose only 3 elective subjects	

c) Track C: Proposed Academic Track For Part-Time Student (2 Years)

SEMESTER SEPTEMBER	SEMESTER MARCH
• YSP518/4 – Consumer Psychology • YSP521/4 – Brand Touchpoint Management • YSP525/4 – Artificial Intelligence in IMC (E)	• YSP515/4 – Strategic Branding & Marketing • YSP517/4 – Fundamentals of IMC • YSP520/4 – Content Ideation
SEMESTER SEPTEMBER	SEMESTER MARCH
• YSP516/4 – Social Media Communication (E) • YSP519/4 – Research Methods in IMC • YSP523/4 – Digital Strategies in IMC (E)	• YSP514/4 – Advances in Advertising (E) • YSP522/4 – Strategic Public Relations (E) • YSP524/6 – IMC Capstone Professional Project

1.6 YSP524 IMC CAPSTONE PROFESSIONAL PROJECT

This course provides students with the opportunity to integrate and apply the knowledge, skills, and competencies acquired throughout the Master of Integrated Marketing Communication programme in addressing real-world communication challenges. Through research and data-driven insights, students will develop an understanding of consumers, markets, and brand development before formulating comprehensive IMC strategies and tactical plans. The course emphasises the integration of creative content, digital and AI-enabled communication platforms, audience engagement strategies, and performance measurement to design effective, measurable, and future-ready communication campaigns. The course assessment is divided into 4 components:

A. Research Project Report (40%)

Based on the research objectives, students are required to write on the following:

- I. Describe the research instrument to collect primary data relevant to the issue being addressed in the project.
- II. Describe the research methods to collect data based on accurate sampling methods.
- III. Explain the data analysis process to address the research objectives.
- IV. Write a report that includes introduction, method, population and sampling, data collection process and data analysis, findings and conclusion.
- V. Follow the right formatting style, Times/Arial 12, double spacing, APA7th Edition. The full research report should be from 20–30 pages (not including References and Appendices).
- VI. The research report will be graded by the Supervisor only.

B. IMC Plan (40%)

Based on the research conducted and findings derived, students are required to develop a clear IMC Plan, which must be reported in an industry-based report. To prepare the IMC plan, students must first prepare the executive summary of the plan. The executive summary must briefly summarize the background, research objectives, research method, findings, strategic objectives and tactical plan.

The IMC plan will outline the specific Strategic and Tactical Plan. It is best to focus on 2-3 strategies only such as increasing brand loyalty. Do not be too ambitious by focusing on more than three strategies. Under each strategy, students may want to identify 2-3 tactics such as utilizing influencer marketing, Facebook Ad, and Google Display Ad. The final IMC plan report should be from 25-35 pages (not including References and Appendices) and must be converted to pdf and uploaded in Elearn.

The IMC plan should contain the following sections:

- I. Executive summary
- II. Background
- III. Strategic IMC plan: strategic objectives/focus, target customer
- IV. Tactical plan; media plan, timeline, budget (be reasonable with the budget. The budget should be appropriate and reasonable to the client capability)
- V. Creative materials; creative strategy, creative production
- VI. Consultation form (to be signed by the supervisor and attached in the Appendix)

C. Pitch (10%)

Pitch is one of the important components in the capstone project. It consists of the following components:

- Pitch Board. Students are required to prepare an A1 portrait-sized board that summarises the key research findings and the proposed IMC plan developed for the client. The board should present the main insights, strategic recommendations, and creative concepts in a clear and visually engaging format. Students must print and display the board during their final pitch. The board design should be professional, well-structured, and creatively designed to effectively communicate the plan.
- Presentation and Q & A: Students must prepare for a 8 minutes live presentation followed by Question & Answer (up to 7 minutes). The panel will pose questions relating to the campaign. Students are encouraged to pre-empt questions and prepare beforehand so they have the necessary information when queried. After the presentation, all pitch boards must be submitted via Elearn.

D. Supervision (10%)

Another component in the capstone project is supervision. Students are expected to attend scheduled supervision sessions punctually, demonstrate adequate preparation before each meeting, and actively engage in discussions with their supervisor. Assessment will consider three key aspects: (1) Time Management and Professionalism, including attendance, commitment, and timely submission of work; (2) Self-Preparation and Independence, which evaluates the student's initiative, preparedness, and ability to work independently with minimal reliance on the supervisor; and (3) Communication Competency, which assesses the student's ability to communicate ideas clearly, participate actively in discussions, and respond constructively to feedback.

1.7 GRADUATION REQUIREMENT

- I. Students must accumulate a total of 42 units with a minimum CGPA 3.00 for graduation.
- II. Bahasa Melayu (LKMIII) is compulsory for all international students and must be taken and passed before graduation. The passing grade is C.

1.8 CONTACT INFORMATION

For more information of the program, please contact +604 653 3601, +603 2181 5208, irene_audrey@usm.my, sainskl@usm.my or visit www.admission.usm.my

1.9 STUDENT MATRIC CARD POLICY

Purpose and Scope

The Student Matric Card Policy is designed to ensure the safety, security, and efficient management of student attendance, identification, and emergency response within the School of Communication. This policy applies to all students enrolled in the School of Communication and requires them to wear their student matric card at all times when entering the school, attending classes, and participating in tutorials.

Rationale

The implementation of this policy is driven by the following key reasons:

Security: The safety and security of all students is our top priority. Wearing a student matric card helps us maintain a secure learning environment by ensuring that individuals can be easily identified and accounted for.

Attendance Tracking: The card allows us to accurately track attendance in classes and tutorials, which is essential for maintaining accurate student records and ensuring that students are meeting their academic requirements.

Identification: The student matric card serves as an official means of identification within the School of Communication, and it may be required in various situations, including accessing certain services and facilities on campus.

Emergency Response: In case of emergencies, having a student matric card readily visible helps first responders and school staff identify students and aid more efficiently.

Compliance Requirements

To ensure compliance with this policy, students are required to:

- Wear their student matric card visibly and prominently on their person when they are within the School of Communication premises.
- Not lend their card to anyone else, as each card is issued for personal use and security.
- Report any lost or stolen cards immediately to Admission Unit, USM.
- Ensure that your card is in good condition and clearly displays your photo and identification information.

2.0 DRESS CODE

Students must always observe the rules for the stipulated dress code of the University and be appropriately attired.

Formal attire

Students are required to wear formal attire at any official functions/activities. Students will be denied entry if they fail to adhere to this ruling.

Casual attire

Students are not allowed to wear casual attire for official functions/activities. Students should wear appropriate attire according to the activities. Female students are strictly not allowed to wear sleeveless shirts, miniskirts or extremely short shorts and revealing/skimpy clothes. Flip flops should not be worn by all students while attending classes or interviews, visiting University departments, etc. Male students should not have long hair that touches the collar. Sports attire (shorts) can be used for areas allocated for sports only. Laboratory coats are meant for working in the laboratories only. Refer to the below sample dress code for student on campus.

DRESS CODE

ETIKA PEMAKAIAN



Please dress appropriately when attending or dealing with matters at the School of Communication.

Sila patuhi etika pemakaian yang sesuai semasa berurusan di Pusat Pengajian Komunikasi.