

# POSTGRADUATE STUDIES

Master of Communication (Integrated Marketing Communication)

School of Communication  
Universiti Sains Malaysia

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## ***COURSEWORK PROGRAMMES***

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

Integrated Marketing Communication is a contemporary approach in marketing communication that highlights the strategic process used to plan, execute and evaluate measurable brand communications programmes through strategic integration of different media such as advertising, Internet marketing, public relations, direct marketing and sales promotion.

Keeping in line with USM's motto of "Kami Memimpin" ('We Lead') the programme was first introduced in February 2012 at the Institute of Postgraduate Studies USM@KL, Wisma Sejarah, Jalan Tun Razak, Kuala Lumpur. In response to various technological advancement largely driven by the Fourth Industrial Revolution, the programme has undertaken an extensive curriculum review since early 2020, before it was reintroduced in early 2021.

The new curriculum reflects a digital-first, data-driven, real-world ready and future- focused curriculum that specifically designed to produce professionals who can navigate effectively between the analytical and creative challenges of IMC through strategic integration of different media in facing with various demands and challenges of the Fourth Industrial Revolution. Upon completing the course, graduates can pursue careers as media specialists, senior marketing executives, sales and promotion managers, public relations consultants, digital communication experts and senior media planners.

With more than 90% of its students are working adults, the programme has managed to attract numerous applications from media professionals in advertising, broadcast, print and digital media, corporate communication, sales and marketing industries from various countries such as Saudi Arabia, Maldives, China, Canada, Nigeria, Bangladesh, Libya and Indonesia.

#### **1.1 Course Structure**

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

##### **Core subjects:**

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

##### **Electives (Choose only 3 subjects)**

- YSP522/4 units – Strategic Public Relations
- YSP523/4 units – Digital Strategies in IMC
- YSP514/4 Units -Social Media Communication
- YSP516/4 units – Advances in Advertising

## 1.2 Courses Offered Semester I (Sept/October)

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

## Course Offered Semester II (March/April)

No.	Course Code	Course Title	Unit	Course Work %	Exam %
1	YSP517	Fundamentals of IMC	4	60	40
2	YSP515	Strategic Branding & Marketing	4	100	-
3	YSP520	Content Ideation	4	100	-
4	YSP522	Strategic Public Relations (E)	4	60	40
5	YSP514	Advances in Advertising (E)	4	100	-
6	YSP524	IMC Capstone Professional Project	6	100	-
7	YSP519	Research Methods in IMC		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 semesters of candidature	Maximum semesters of candidature
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 SEP/OCT	SEMESTER MARCH/APRIL
<ul style="list-style-type: none"> <li>• YSP518/4 – Consumer Psychology</li> <li>• YSP519/4 – Research Methods in IMC</li> <li>• YSP521/4 – Brand Touchpoint Management</li> <li>• YSP523/4 – Digital Strategies in IMC (E)</li> <li>• YSP516/4 – Social Media Communication (E)</li> </ul> <p><b>Choose only 3 elective subjects</b></p>	<ul style="list-style-type: none"> <li>• YSP517/4 – Fundamentals of IMC</li> <li>• YSP515/4 – Strategic Branding &amp; Marketing</li> <li>• YSP520/4 – Content Ideation</li> <li>• YSP522/4 – Strategic Public Relations (E)</li> <li>• YSP514/4 – Advances in Advertising (E)</li> <li>• YSP524/6 – IMC Capstone Professional Project</li> </ul>

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

SEMESTER SEP/OCT	SEMESTER MARCH/APRIL
<ul style="list-style-type: none"> <li>• YSP518/4 – Consumer Psychology</li> <li>• YSP519/4 – Research Methods in IMC</li> <li>• YSP521/4 – Brand Touchpoint Management</li> <li>• YSP523/4 – Digital Strategies in IMC (E)</li> </ul>	<ul style="list-style-type: none"> <li>• YSP517/4 – Fundamentals of IMC</li> <li>• YSP515/4 – Strategic Branding &amp; Marketing</li> <li>• YSP520/4 – Content Ideation</li> <li>• YSP522/4 – Strategic Public Relations (E)</li> <li>• YSP514/4 – Advances in Advertising (E)</li> </ul>
SEMESTER SEP/OCT	
<ul style="list-style-type: none"> <li>• YSP516/4 – Social Media Communication (E)</li> <li>• YSP524/6 – IMC Capstone Professional Project</li> </ul> <p><b>Choose only 3 elective subjects</b></p>	

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

SEMESTER SEP/OCT	SEMESTER MARCH/APRIL
<ul style="list-style-type: none"> <li>• YSP518/4 – Consumer Psychology</li> <li>• YSP521/4 – Brand Touchpoint Management</li> </ul>	<ul style="list-style-type: none"> <li>• YSP517/4 – Fundamentals of IMC</li> <li>• YSP515/4 – Strategic Branding &amp; Marketing</li> <li>• YSP520/4 – Content Ideation</li> </ul>
SEMESTER SEP/OCT	SEMESTER MARCH/APRIL
<ul style="list-style-type: none"> <li>• YSP519/4 – Research Methods in IMC</li> <li>• YSP523/4 – Digital Strategies in IMC (E)</li> <li>• YSP516/4 – Social Media Communication (E)</li> </ul> <p><b>Choose only 3 elective subjects</b></p>	<ul style="list-style-type: none"> <li>• YSP522/4 – Strategic Public Relations (E)</li> <li>• YSP514/4 – Advances in Advertising (E)</li> <li>• YSP524/6 – IMC Capstone Professional Project</li> </ul>

## 1.6 YSP524 IMC Capstone Professional Project

This course provides an opportunity for students to use all the learning outcomes gained in an integrated marketing communication program and apply it to real-world settings. This course helps students understand consumer, market, brand development and idea integration through research and ultimately develop effective IMC strategies and tactical plans that include creative content, user engagement platforms and measurement.

The following activities will be performed throughout the project:

- a) Students will choose a suitable research topic and identify a supervisor to work with. Appointment of the supervisor's form must be completed by the student and agreed by the supervisor.
- b) Once approved, students are expected to meet the supervisors as often as possible to discuss their research project work and findings generated from the research project are to be used in preparing IMC plan.
- c) Students need to record his/her meetings in the IMC Research Project Consultation Schedule.
- d) Students are expected to submit the final IMC plan in Week 14 and to do the Pitch in Week 15.

## 1.7 The course assessment is divided into 3 components:

### **A. Research Project Report (40%)**

Based on research objectives, students are required to:

- i. Develop the research instrument to collect primary data relevant to the issue being addressed in the project.
- ii. Collect primary data from relevant sample.
- iii. Analyse the data to address the research objectives.
- iv. Write a report that includes introduction, method, population, and sample (and sampling technique), data collection process and data analysis, findings, discussion of findings, 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)

### **B. IMC Plan (50%)**

Based on the research conducted and findings derived, students are required to develop a clear IMC Plan which must be reported in an industrial-based report. First, the students need to outline the specific Strategic and Tactical Plan by identifying the communication aspect you want to materialize. Students need to recognize the main message that they want to convey and develop the materials in order to communicate this to the audience or consumers. Students also need to contextualize the material according to the issue/problem by identifying at least a few materials to be developed. Examples of materials are logo, packaging/gondola design, print advertisement or social media advertisement. The IMC plan should contain the following sections:

- (i) Executive summary
- (ii) Brief background of the topic/company
- (iii) Research issues, methods, and findings
- (iv) Strategic IMC plan: strategic objectives/focus, target customer
- (v) Tactical plan; media plan, timeline, budget
- (vi) Creative materials; creative strategy, creative production

### **C. Pitch Deck Presentation (10%)**

Each student is required to do a 15-minute pitch presentation on their IMC Capstone Professional Project. The pitch should be lively, engaging, and compelling. Students are required to create a pitch deck of 10-20 slide presentation which should be visually pleasing, engaging, and well-organized presentation. Pitch deck can be in PowerPoint, Prezi, or other kinds of slide. The pitch presentation should be able to address the objective of the pitch, problem from the market research, strategic and action plan, milestone and more. There will be a Questions & Answer session (5-10 minutes) at the end of the pitch presentation.

### **1.8 Graduation Requirement**

- (i) Students must accumulate a total of 42 units with a CGPA  $\geq$  3.00 for graduation.
- (ii) Malaysian Culture and Malay Language (LKM111) 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.