

# COURSE DETAIL

## INTEGRATED MARKETING COMMUNICATION

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Chinese University of Hong Kong

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

114

**UCEAP Course Suffix****UCEAP Official Title**

INTEGRATED MARKETING COMMUNICATION

**UCEAP Transcript Title**

INTG MARKETING COMM

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course provides students with a theoretical and practical appreciation of the role of "integrated marketing communication" (IMC) in today's business environment. IMC differs from traditional advertising and promotion programs by using zero-based planning, data-driven communication and brand touch points. The program focuses on using strategic mix of advertising, sales promotion, public relations, event marketing and direct response promotions along with mass and two-way communication.

## Language(s) of Instruction

English

## Host Institution Course Number

MKTG3030

## Host Institution Course Title

INTEGRATED MARKETING COMMUNICATION

## Host Institution Course Details

[https://rgsntl.rgs.cuhk.edu.hk/ags\\_prd\\_applx/Public/tt\\_dsp\\_crse\\_catalog.aspx](https://rgsntl.rgs.cuhk.edu.hk/ags_prd_applx/Public/tt_dsp_crse_catalog.aspx)

## Host Institution Campus

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Marketing

## Course Last Reviewed

2025-2026

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