ACADEMIC STAFF AND THEIR RESEARCH INTERESTS

Professor Adnan Hussein
Qualitative Research Methods, Communication Studies, Communication Education

Dr. Hasrina Mustafa
Social Marketing, Communication Campaign, Experimental Design and Statistics in Communication Research

Assoc. Prof. Jamilah Haji Ahmad
Public Relations, Environmental Public Relations, Corporate Social Responsibility, Community Relations & Communication

Ms. Kamaliah Haji Siarap
Public Relations, Corporate Communications, Advertising, Communication Campaign

Assoc. Prof. Khor Yoke Lim
Health Communication, Communication Campaign, Corporate Social Responsibility, Media and Diversity

Assoc. Prof. Mohamad Haji Md. Yusoff
Integrated Marketing Communication, Political Communication, Media Effects, Advertising, Public Relations, Environmental Communication, Communication Education

Dr. Nor Hazlina Hashim
Online Studies, Interactivity, Q Methodology

Professor Ramli Mohamed
Branding, Campaign Planning & Evaluation, Media Advocacy

Dr. Shuhaida Md. Noor
Customer-based Brand Equity, Integrated Marketing Communication

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Please visit the website of the Institute of Postgraduate Studies (IPS) at www.ips.usm.my for more information about the programme
USM's Integrated Marketing Communication (IMC) postgraduate programme offers applied learning that uniquely combines the rigours of both persuasive communication and marketing. The programme is specifically designed to produce professionals who can navigate effectively between the analytical and creative challenges of IMC. Upon completing the course, graduates can pursue careers as media specialist, senior marketing executive, sales and promotion manager, public relations consultant, account communication expert or senior media planner.

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

(Available for both full-time and part-time students)

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

Course Synopsis

**YSP501/3 – Principles and Practices of IMC**

The course emphasises the concepts, principles and practices of marketing communication in building brands. Through case studies, students will analyse best practices in implementing IMC by local and international organisations.

**YSP502/3 – Consumer Psychology**

Understanding psychological factors that drive consumers' behaviour is imperative in building effective communication strategies. Emphasis is placed on understanding the various factors, both internal (e.g. memory, emotions) and external (e.g. social and culture) that could influence the psychology of consumers. Students will learn to appreciate the inside-out approach that focuses on consumers' perspective in developing communication strategies.

**YSP503/3 – Marketing Management**

Students will grasp the roles of marketing management in enhancing business performance by applying market oriented strategies. Focus will be made on the importance of delivering customer satisfaction, responding to market diversity, real new product development and recognising global challenges.

**YSP504/3 – Research Methods in IMC**

The course will introduce and discuss the conceptual, methodological and analytical techniques of conducting research in IMC. It will specifically look into the methods and techniques of data collection such as experiment, survey, theatre testing, focus group interview and copy testing.

**YSP505/3 – Brand Management**

The course commences with an introduction to the scope and facets of brand management. Students will learn the various levels of brand management, and the models that can be used in managing the brand. Step-by-step approach in managing the brand in different situations will be explained based on actual brands.

**YSP506/3 – Data Analysis in IMC**

The course begins with a brief introduction to statistical concepts and analysis and proceeds with a discussion on appropriate statistical techniques to test bivariate and multivariate hypotheses. Eventually, the course will specifically explain the appropriate ways in interpreting and reporting statistical findings derived from SPSS procedures to develop an effective and research-based IMC campaign.

**YSP507/3 – Public Relations Management**

The course is designed to give an in-depth understanding on the diverse aspects of public relations as a subfield that contributes to IMC. Students are exposed to the PR dimensions that stress on planning, effective management, organisational reputation, media and stakeholders' relations and publicity methods.

**YSP508/3 – Message Design in IMC**

Students will first learn the key principles of IMC and develop an appreciation of marketing objectives in designing IMC messages. Later, they will learn how to effectively manage messages by considering the requirements of both brand and consumer. The process of designing IMC messages will then commence with the Big Idea. Students will then analyse the various creative approaches in designing messages for different types of media.

**YSP509/3 – International Advertising**

The course defines the trend of international advertising in the context of IMC and globalisation. Students will examine the dynamics of international advertising campaigns especially the process and environment of creative strategies, the dynamics of campaign decision-making and the use of media in the context of universal promotional culture.

**YSP510/3 – Issues in IMC**

The course utilises seminar sessions to encourage debates and analysis on issues in IMC. Students will be required to provide a critical analysis and suggestions on how to develop effective communication strategies. As part of the course requirements, students will submit a detailed report on a selected issue.

**YSP511/3 – Strategic Media Management**

The course describes the process of media planning in IMC. In line with new media and information technology developments, students are exposed to the dynamics of new media and their roles in developing contact points for marketing strategies. Emphasis is given to the development of comprehensive media plans for IMC.

**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 IMC. At the end of the course, students are required to produce a research report to fulfill their degree requirement.