

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

Academic enquiries should be directed to:

Dr. Hasrina Mustafa
Senior Lecturer and IMC Programme Coordinator
Pejabat Satelit 1 USM
Penthouse Menara Wisma Sejarah
230, Jalan Tun Razak
50400 Kuala Lumpur
Tel: 03 - 2613 6422
Fax: 03 - 2613 6477
HP: 019 - 6998 232

Please visit the website of the Institute of Postgraduate Studies (IPS)
at www.ips.usm.my for more information about the programme

From a PRACTITIONER to a STRATEGIST

ONLINE
NEW
ADVERTISING
INTERNET
SITE
PEOPLE
MARKETING
RECORD
POLITICAL
INFORMATION
INFO
BRAND
MARKETING
COMMUNICATION



MASTER OF COMMUNICATION | SCHOOL OF COMMUNICATION
(INTEGRATED MARKETING COMMUNICATION)

TV/RADIO
PUBLIC
RELATIONS
MARKETING
MANAGEMENT
RECORD
MARKETING
RESEARCH
INTEGRATION
BRAND
TALKING
INTERNATIONAL
ADVERTISING
POLITICAL
CAMPAIGN
METHODS
SCHEMATA
RESEARCH
PROJECT
COMMUNITY
TALK
ONLINE
BRAND
ISSUES
IN
IMC
MANAGEMENT
POLITICAL
BRAND
MANAGEMENT

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 outside-in 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.

Universiti Sains Malaysia (USM), established in 1969, is the second oldest university in Malaysia. Academically, the university pioneered a cross-disciplinary approach to communication studies since 1970. USM was also the first institution of higher learning in the country to offer communication courses at the undergraduate level.

The School of Communication, USM currently offers three postgraduate programmes by coursework, namely, Master of Communication (Screen Studies), Master of Communication (Science and Environmental Journalism) and Master of Communication (Integrated Marketing Communication).

The school also offers an assortment of courses under the Master of Arts (Communication) which is a mixed mode programme and two programmes by research, Master of Arts (Communication) and Doctor of Philosophy.

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 for 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.

Entry Requirements

Bachelor's degree in related fields.

TOEFL 550 or IELTS Band 6 for international applicant only.

Fees

Fees	Malaysian	International
Registration Fee	RM340.00	RM910.00
Tuition Fee	RM15,480.00	RM23,220.00
Personal Bond	-	RM1,900.00
Total	RM15,820.00	RM26,030.00

The First USM Programme In Kuala Lumpur