

COMM700001

Marketing Communication

Program : Global Summer Program

Academic Level: Postgraduate

Duration : July 2025

Contact Hours : 54

Fudan Credits : 3

Course Description:

This graduate-level course explores the theoretical and strategic aspects of marketing communication in a rapidly evolving global marketplace. Students will gain a comprehensive understanding of how to craft, deliver, and evaluate effective communication strategies that resonate with diverse audiences.

Key topics feature integrated marketing campaigns, social media strategies, consumer behavior insights, branding, etc. Through case studies, theory-learning sessions, interactive discussions, and presentations, students will learn to align marketing communications with business objectives and cultural contexts to drive brand equity and market performance.

Designed for aspiring leaders, this course emphasizes strategic thinking, practical skills, and theoretical approaches to building impactful and ethical marketing communication strategies in a dynamic and competitive business environment.

Course Goals:

The purpose of this course is to introduce you to the breadth of research, theory, and practice on marketing communication. My teaching philosophy is theory and method centered. Viewing theories as paths to knowledge, and viewing research methods as maps to understanding, I aim to take you down many such paths.

Upon successful completion of the course, students should:

1. Be able to understand much of theory literature in marketing communication;

2. Develop more rigor in their thinking about theories and practices in marketing communication;
3. Comprehend the opportunities and challenges for marketing in a global context;
4. Be able to utilize the knowledge to develop a marketing plan and a theory presentation.

Prerequisites:

Basic knowledge in Marketing and Communication is preferred.

Textbook & References:

Reading assignments and reading materials will be given as the class progresses.

Schedule:

Lecture	Topic	Activities
1	Course Overview & Introduction	Presentation Order
2	Map of the Course	Lecture
3	Understanding International Customers	Presentation Begins
4	Luxury Advertising & Parasocial Interaction	Lecture & Presentation
5	Nostalgia Marketing	Lecture & Presentation
6	Framing	Lecture & Presentation
7	Ritualistic Consumption	Lecture & Presentation
8	Emotional Appeals in Marketing Communication	Lecture & Presentation
9	Neuromarketing	Lecture & Presentation
10	Branding I	Lecture & Presentation
11	Branding II	Lecture & Presentation
12	Finals Week	Finals

(Notes: The topics are subject to change by the instructor when deemed appropriate and necessary. It is the student responsibility to keep up to date with changes, if any.)

Assessment:

Assessment Task	Weighting
A Marketing Plan	30%
A Theory-Leading Discussion	30%
Attendance and Participation	20%
Final Project	20%

Grading Scale:

Grades	A	A-	B+	B	B-	C+	C	C-	D	F
100	90-100	85-89	82-84	78-81	75-77	71-74	66-70	62-65	60-61	<60

The instructor will use the grading system as applied by Fudan University.

Credit Point Value:

Component	Contact Hours	Fudan Credits
Academic Lectures	44	3
Thesis/Exam/Project	4	
Seminar/Field Trip	6	
Total	54	

At Fudan University, the duration of one contact hour is 45 minutes, and 18 contact hours are equivalent to 1 credit.

Note: The document is subject to change at the discretion of School of Management, Fudan University.