



# MKTG204

## Integrated Marketing Communications

S1 Day 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Unit Convenor

Lawrence Ang

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Refer to iLearn

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit is designed to introduce students to the marketing communication process and the role and importance of communication as a strategic element of the marketing mix. The unit introduces major concepts in marketing communications. The main topics covered include: an introduction to marketing communications; elements of marketing communication (including advertising, consumer and sales promotions, personal selling and public relations); principles of brainstorming and creativity; marketing communication effectiveness; marketing communication objective setting; and ethics. The major learning outcome from the unit is for students to develop skills and practical knowledge in selecting and integrating communication strategies as part of the broader marketing strategy development.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.

Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

Gain practical knowledge on how to structure an effective marketing message.

## Assessment Tasks

Name	Weighting	Due
<a href="#">Class test</a>	10%	Week 6 in class
<a href="#">Individual Assignment</a>	20%	Week 5 & Week 7
<a href="#">Pitch Project</a>	30%	Week 11 tutorial class
<a href="#">Final Examination</a>	40%	University Examination Period

### Class test

Due: **Week 6 in class**

Weighting: **10%**

A 50 minute class test (closed book) for this unit will be held in tutorial classes.

You are expected to present yourself 5 minutes before class for this class test. Students may only sit for the test once in their registered tutorial class. Failure to sit for this test will result in a zero mark for this assessment task, , except for cases in which an application for special consideration is made and approved.

If a Supplementary Examination is granted as a result of the Special Consideration process, the schedule of the test will be provided direct to the students.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.
- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

### Individual Assignment

Due: **Week 5 & Week 7**

Weighting: **20%**

This Unit Guide aims to provide only an overview of this assessment task. Refer to iLearn (<https://ilearn.mq.edu.au/login/MQ/>) for detailed information including standards and marking criteria.

Each student will collect consumer insight research data from already designed studies. Then each student will analyse the data and submit a written report.

This is an individual assessment. However, it is hoped that the consumer insights generated from this individual assessment will help students with the Pitch Project, a subsequent group assessment (see Pitch Project below).

**Submission:**

1. Each student must complete their data collection by the end of Week 5. Refer to the Assessment Criteria document for more information on iLearn (<https://ilearn.mq.edu.au/login/MQ/>).
2. Each student must submit a written report including an analysis of the data, discussion of key findings and recommendations for use in a subsequent communication campaign by the end of Week 7. Refer to the Assessment Criteria document for more information on iLearn (<https://ilearn.mq.edu.au/login/MQ/>).

**Extension:**

No extension will be granted. Groups that have not presented and submit all required materials above in the week assigned will be awarded a zero mark for the task, except for cases in which an application for special consideration is made and approved.

**Penalties:**

- There will be a deduction of 50% of the total available marks made from the total awarded mark for each 24 hour period. So, if the report is 48 hours or more submitted late, the student will receive a zero grade for the assessment task.
- These penalties do not apply for cases in which an application for special consideration is made and approved.

Your mark will be posted on iLearn (<https://ilearn.mq.edu.au/login/MQ/>).

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.
- Gain practical knowledge on how to structure an effective marketing message.

## Pitch Project

Due: **Week 11 tutorial class**

Weighting: **30%**

This Unit Guide aims to provide only an overview of this assessment task. Refer to iLearn (<https://ilearn.mq.edu.au/login/MQ/>) for detailed information including standards and marking criteria.

Each group will write up a pitch project report based on the creative brief provided, and give a pitch presentation in their tutorial class.

### Submission:

Each group must:

1. Turnitin their pitch write-up soft copy full report (PDF or MS Word) via iLearn (<https://ilearn.mq.edu.au/login/MQ/>) by the due date as specified on iLearn.
2. Submit a soft copy of the group's PowerPoint pitch presentation on a CD-ROM or USB stick in a clearly labelled envelope (in tutorial class) by the due date as specified on iLearn.
3. Submit a hard copy of the pitch write-up report (in tutorial class) by the due date as specified on iLearn.
4. Submit mindscribe journals of all team members in a clearly labelled envelope (in tutorial class) by the due date as specified on iLearn.
5. Each team member must also submit a peer assessment form. Refer to iLearn (<https://ilearn.mq.edu.au/login/MQ/>) for more information.

### Extension:

No extension will be granted. Late submission for the pitch write-up report will be accepted up to 48 hours (see penalties below) after the due date as specified on iLearn (<https://ilearn.mq.edu.au/login/MQ/>).

### Penalties:

- There will be a deduction of 50% of the total available marks made from the total awarded mark for each 24 hour period. So, if the pitch write-up is 48 hours or more late, the group will receive a zero grade for the assessment task.
- There will be a deduction of 10% percent of the mark if the presentation did not start or finish on time.
- These penalties do not apply for cases in which an application for special consideration is made and approved.

Your mark will be posted on iLearn (<https://ilearn.mq.edu.au/login/MQ/>) after peer assessments from all groups have been received. The weight of peer assessment will affect your individual total mark of the pitch project.

On successful completion you will be able to:

- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.
- Gain practical knowledge on how to structure an effective marketing message.

## Final Examination

Due: **University Examination Period**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations <http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at: <http://www.reg.mq.edu.au/Forms/APScons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.
- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

## Delivery and Resources

### Classes

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au>
- Once the tutorial groups are formed, students cannot change their classes.
- Attendance will be taken in both the lectures and tutorials.
- **Warning:** You must attend at least 10 of the 12 tutorials – failure to do so will lead to

major deduction from your group-work contribution. Appeals against a Fail grade awarded in this Unit by students who have not attended at least 10 of the 13 lectures will less likely be considered.

- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- All laptops must be turned OFF in class.
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- All students have to complete two peer assessments, one for the case study presentation and the other on the pitch project.
- The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

## Prizes

None

## Required and Recommended Texts and/or Materials

- Prescribed text: Principles of Integrated Marketing Communications, by Lawrence Ang, Cambridge 2014.
- Prescribed unit materials: There will be articles/case materials students are expected to research for individual assignment and group project.

## Technology Used and Required

- Students are required to learn how to use power point, word processing and iLearn.

### Unit Web Page

- The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MQ/>

## Teaching and Learning Strategy

- The unit is taught by lecture and tutorial discussions.
- What is expected from students? Read in advance; prepare case studies and assigned homework for tutorials; follow current developments in the market place; be able to apply

concepts in tutorial exercises; respond to questions raised during lectures; demonstrate enthusiasm for the subject; attend all group meetings; keep a diary and a “mindscribe” notebook of evolving concepts for their pitch project.

## Changes since the Last Offering of this Unit

- Both the text book and assessments have changed.

## Unit Schedule

Week	Lecture	Readings	Tutorial
1	Defining Integrated Marketing Communications	Chapter 1	No tutorial in week 1
2	Generating Consumer Insights & Brainstorming Techniques	Chapter 2	<p>Before class:</p> <ul style="list-style-type: none"> <li>• Read information about the Assessment Tasks on iLearn carefully</li> <li>• Read this Unit Guide carefully</li> <li>• List questions you may have about the Unit Guide and the tasks</li> <li>• Prepare Q2 and Q8</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>• Form groups</li> <li>• Discussion of assessment tasks and their components: Case Study Presentation; Class test; Pitch Project, each person’s “mindscribe” notebook, peer assessment, guidelines for managing the Pitch Project, Pitch Project report template; and Final Examination</li> <li>• Receipt of material for individual assignment</li> <li>• Carry out a mock submission of peer evaluations</li> <li>• Discuss Q2 and Q8 (chapter 2)</li> </ul>



<p>3</p>	<p>Brand Positioning</p>	<p>Chapter 3</p>	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each group brainstorms and comes up with at least five good brand names for the Pitch Project – use the brainstorming techniques learned in Lecture Week 2 to brainstorm and evaluate the ideas</li> <li>· Each group answers weekly Pitch Project discussion questions (some discussion questions are available on iLearn)</li> <li>· Each group undertakes research and discusses Case Study Presentation questions (see questions in the Assessment Tasks on iLearn)</li> <li>· Each student answers Q4 and Q7 chapter</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Each group submits at least five potential good brand names for the Pitch Project</li> <li>· Play creativity (Remote Association Test) game</li> <li>· Discussion of Individual Assignment, Pitch Project (inspection of 'mindscribe' notebooks – progress check)</li> <li>· Discuss Q4 and Q7</li> </ul>
<p>4</p>	<p>Media Planning and Budgeting in Advertising</p>	<p>Chapter 4</p>	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each student prepares Q4 and Q8</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Discuss Q4 and Q8</li> <li>· Discussion of media terminologies and calculations</li> <li>· Confirmation of completion of data collection</li> <li>· Discuss Individual Assignment</li> <li>· Check progress of Pitch project</li> </ul>

<p><b>5</b></p>	<p>Traditional and Digital Media</p>	<p>Chapter 5</p>	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each group documents progress of Pitch Project</li> <li>· Each student to work on individual assignment</li> <li>· Prepare Q7 and Q9 of chapter 5</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Discuss Q7 and Q9</li> <li>· Discussion of Individual Assignment</li> <li>· Discussion of Pitch Project (inspection of 'mindscribe' notebooks – progress check)</li> </ul>
<p><b>6</b></p>	<p>Advertising Creativity</p>	<p>Chapter 6</p>	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each student to work on Individual Assignment</li> <li>· Each student to prepare for class test</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Class test</li> </ul>
<p><b>7</b></p>	<p>Planning and Executing the Creative Appeal</p>	<p>Chapter 7</p>	<p>Before class:</p> <p>Prepare Q2 (chapter 6) and Q9 (chapter 7)</p> <ul style="list-style-type: none"> <li>· Complete individual assignment</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· <b>Submission of individual assignment</b></li> <li>· Check progress of pitch presentation (inspection of diary and notebook in tutorials)</li> <li>· Discussion of class test</li> <li>· Discuss Q2 (chapter 6) and Q7 (chapter 7)</li> </ul>

8	Social Influence	Chapter 8	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each group finishes their Media Strategy draft</li> <li>· Each student prepares Q5 and Q10 (chapter 8)</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Each group shows their Media Strategy draft for tutors to sight</li> <li>· Each group drafts their Creative Strategy for the Pitch Project</li> <li>· Discussion of Pitch Project (inspection of 'mindscribe' notebooks – progress check), and Textbook's end of chapter questions (learning check)</li> <li>· Discuss Q5 and Q8</li> </ul>
9	Public relations, corporate reputation and sponsorship	Chapter 9	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each group prepares a full Pitch Project report that has been carefully proofread and edited</li> <li>· Each student prepares Q4 and Q8 of chapter 9</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Each group prepares their Pitch Project report/presentation</li> <li>· Discussion of Pitch Project presentation and report submission logistics, reminder of standards and marking rubric</li> <li>· Discussion of Q4 and Q8</li> <li>· By the end of this week, their report and PowerPoint presentation files/materials should be ready to submit</li> </ul>
10	Influence in Personal Selling	Chapter 10	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each group prepares a full Pitch Project report that has been carefully proofread and edited</li> <li>· Each student prepares Q1 and Q7 of chapter 10</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Each group prepares their Pitch Project report/presentation</li> <li>· Discussion of Pitch Project presentation and report submission logistics, reminder of standards and marking rubric</li> <li>· Discussion of Q1 and Q7</li> <li>· By the end of this week, their report and PowerPoint presentation files/materials should be ready to submit</li> </ul>

11	Direct Marketing and Sales Promotions	Chapter 11	<p>Before class:</p> <ul style="list-style-type: none"> <li>· Each group rehearses for their Pitch Project presentation</li> <li>· Each group prepares and submit Pitch project</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Pitch project presentations. Two groups will be randomly drawn to present, but all groups must be ready</li> <li>· Each student to submit peer evaluation</li> </ul>
12	Advertising Testing and Campaign Tracking	Chapter 12	<p>Before class:</p> <ul style="list-style-type: none"> <li>· The remaining groups rehearse for their Pitch Project presentations</li> <li>· Each student perparees for exams</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Pitch project presentations. Next two groups will be randomly drawn to present, but all the remaining groups must be ready.</li> </ul>
13	Teaching Evaluation, Revision, and Study Tips for Final Exam	Chapter 13	<p>Before class:</p> <ul style="list-style-type: none"> <li>· The last group rehearses for their Pitch Project presentation</li> </ul> <p>In class:</p> <ul style="list-style-type: none"> <li>· Pitch project presentation – last group</li> </ul>

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

## Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/new\\_and\\_current\\_students/undergraduate\\_current\\_students/how\\_do\\_i/grade\\_appeals/](http://www.businessandconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/)

## Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

[http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge,

scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### **Learning outcome**

- Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.

### **Assessment tasks**

- Class test
- Pitch Project
- Final Examination

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

### **Learning outcome**

- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.

### **Assessment tasks**

- Individual Assignment
- Pitch Project

## **Creative and Innovative**

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

### **Learning outcome**

- Understand principles of brainstorming and creativity in order to develop a good

communication strategy for efficient cut-through and positioning of the brand.

## Assessment task

- Pitch Project

## Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## Learning outcomes

- Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.
- Gain practical knowledge on how to structure an effective marketing message.

## Assessment tasks

- Individual Assignment
- Pitch Project

## Research and Practice

- This unit uses research by Lawrence Ang: Principles of Integrated Marketing Communications.
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research.

## Changes since First Published

Date	Description
14/04/2014	I have included another graduate capability for the individual assignment.
12/03/2014	Class Test changed from Week 4 to Week 6