



# MKTG204

## Integrated Marketing Communications

MQC2 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

Lecturer

Nicole Lasky

[nicole.lasky@mqc.edu.au](mailto:nicole.lasky@mqc.edu.au)

Immediately following class or by email

Moderator

Lawrence Ang

[lawrence.ang@mq.edu.au](mailto:lawrence.ang@mq.edu.au)

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 and models of marketing communications.

Know the principles of brainstorming and creativity.

Develop an effective integrated marketing communications plan

Conduct advertising research in the field, analyse and interpret the results.

## Assessment Tasks

| Name                         | Weighting | Due                           |
|------------------------------|-----------|-------------------------------|
| <u>Assessed Coursework</u>   | 40%       | Weekly starting in week 4     |
| <u>Project</u>               | 30%       | Weeks 7, 9, & 12              |
| <u>Individual Assignment</u> | 30%       | Week 5 & beginning of Week 13 |

### Assessed Coursework

Due: **Weekly starting in week 4**

Weighting: **40%**

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.

Students are required to complete up to 10 weekly online assessments. Each assessment is worth 10% of which only the best 4 assessments will be counted.

Each quiz will open on a Thursday morning at 9:00am and will close Wednesday evening at 9:00pm.

For example, the first quiz will open on Thursday at 9:00am of Week 3 and will close on Wednesday 9:00pm of Week 4. This will occur weekly.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.

### Project

Due: **Weeks 7, 9, & 12**

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.

Students will form or be assigned to a group in tutorials. Each group will work on a creative brief with the main objective of developing an effective and well-articulated IMC plan.

Part A: Due Week 7 to be submitted to Turn-It-In Wednesday, 20 August 5:00pm

Part B: Due Week 9 to be submitted to Turn-It-In Wednesday, 3 September 5:00pm

Part C: Due Week 12 -- written and presentation slides to be submitted to Turn-It-In Wednesday, 24 September 5:00pm and presentations to be ready at the beginning of class

**Submission:**

Each group must:

1. Turnitin their group 's pitch project (PDF or MS Word) via iLearn (<https://ilearn.mq.edu.au/login/MQ/>) by the due date as specified on iLearn.
2. Submit a hard copy of the pitch project (in tutorial class) by the due date as specified on iLearn.
3. Submit mindscribe journals of all team members in a clearly labelled enveloped (in tutorial class) by the due date as specified on iLearn.
4. 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:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Know the principles of brainstorming and creativity.
- Develop an effective integrated marketing communications plan

## Individual Assignment

Due: **Week 5 & beginning of Week 13**

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 student has to write a reflective, fully-referenced, integrative assignment on what they learnt from the course. They should draw upon case studies or articles discussed weekly in seminars to illustrate how principles, frameworks or models discussed in seminars can be applied. Each student is also expected to collect field data, analyse and interpret results on advertising effectiveness.

### **Submission:**

1. Each student will submit their data collection for this assignment by to iLearn by Friday, 5:00pm of Week 5.
2. The assignment, including all analyses is due via Turn-It-In on Monday of Week 13 at 5:00pm.

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 and models of marketing communications.

- Conduct advertising research in the field, analyse and interpret the results.

## Delivery and Resources

### Classes

- Number and length of classes: 3 hour face-to-face teaching per week, consisting of 2 hour lecture and 1 hour tutorial.
- Students are expected to spend one hour per week on online activities.
- To complete this unit satisfactorily, students have to achieve a Pass grade.
- This unit is very different from others because a minimum of didactic lectures will be given. Rather, 'lecture' time is spent discussing various concepts interactively. It is more akin to seminars. Students are expected to be well-prepared before coming to each class.
- Failure to attend classes will also affect the quality of work submitted.
- Students are also expected to complete the required reading and weekly quizzes starting in week 3.
- Attendance will be taken in both the lecture and tutorials.
- **Warning:** You must attend at least 11 of the 13 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 11 of the 13 seminars 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'.
- If laptops are used, they must be related to class activity (e.g., no checking of emails or social network sites or internet surfing) .
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- All students have to complete one peer assessments for the 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 University Press 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, Excel 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 seminars and tutorial discussions.
- The following is what is expected from students?
- Read each chapter of the text and take the weekly test starting in week 4.
- Prepare case studies and assigned homework for seminars and tutorials; follow current developments in the market place; be able to apply concepts in seminars and tutorial exercises; respond to questions raised during seminars; demonstrate enthusiasm for the subject; attend all group meetings; keep a diary and a “mindscribe” notebook of evolving concepts for their pitch project.

## Unit Schedule

| Week | Seminar                                      | Readings for seminar | Activities in tutorials   | Readings for weekly quizzes |
|------|--|----------------------|---|-----------------------------|
| 1    | Defining Integrated Marketing Communications | Chapter 1            | <ul style="list-style-type: none"><li>• Unit Guide explanation</li><li>• Assessment Tasks explanation</li><li>• Group Formation</li></ul> |                             |

|   |   |   |  |   |
|---|---|---|--|---|
| 2 | Generating consumer insights                | Chapter 2 & Chapter 12 (p. 327-332)             | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>List questions you may have about the Unit Guide and assessment tasks.</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>Discuss assessment tasks and their components: Assessed coursework, Project (Pitch Project), “mindscribe” notebook, peer assessment, guidelines for managing the Pitch Project &amp; report template, individual assignment.</li> <li>Receipt of material for individual assignment.</li> <li>Discuss Excel: <a href="http://chandoo.org/wp/excel-basics/">http://chandoo.org/wp/excel-basics/</a></li> <li>Brainstorming techniques (see chapter 6 part 2)</li> </ul>         |   |
| 3 | Brand Positioning                           | Chapter 3 & Ad for Account Planner (see iLearn) | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>Each group brainstorms and comes up with five or more good brand names for the Pitch Project – use the brainstorming techniques learned in last tutorial to brainstorm and evaluate the ideas.</li> <li>Prepare Q4 and Q7 (chapter 3)</li> </ul> <p><u>In class:</u></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 (chapter 3)</li> </ul> |   |
| 4 | Media Planning and Budgeting in Advertising | Chapter 4                                       | <p><u>Before class:</u></p> <p>Prepares Q4 and Q8</p> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>Discuss 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> <li>Discuss Q4 and Q8 (chapter 4)</li> </ul>   | <p><b><u>Chapter 3</u></b></p> <p><b><u>Chapter 4</u></b></p> <p><b>Read these chapters and then attempt the <u>two quizzes</u> before deadline</b></p> <p><b>Quizzes closes Wednesday at 9:00pm the evening before the class.</b></p> <p><b>Note that this first week of quizzes, there are two quizzes to take.</b></p> |



|   |  |  |  |  |
|---|--|--|--|--|
| 5 | Traditional and Digital Media              | Chapter 5 & Digitizing the consumer journey (see iLearn) | <p><u>Before class:</u></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 Q5 and Q9 (chapter 5)</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Discussion of Individual Assignment</li> <li>• Discussion of Pitch Project (inspection of 'mindscribe' notebooks – progress check)</li> <li>• Discuss Q5 and Q9 (chapter 5)</li> </ul> <p><b>* First Part of Individual Assignment (Consumer Insight data collection) Due Friday, 5:00pm</b></p> | <p><b><u>Chapter 5</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p> <p><b>Quiz closes Wednesday at 9:00pm the evening before the class.</b></p> |
| 6 | Advertising Creativity                     | Chapter 6 & Sparkling Creativity in Teams (see iLearn)   | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Each student to work on Individual Assignment</li> <li>• Prepare Q2 and Q4 (chapter 6)</li> </ul> <p><u>In class:</u></p> <p>Discuss Q2 and Q4 (chapter 6)</p>  | <p><b><u>Chapter 6</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p> <p><b>Quiz closes Wednesday at 9:00pm the evening before the class.</b></p> |
| 7 | Planning and Executing the Creative Appeal | Chapter 7  | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Complete individual assignment</li> <li>• Prepare Q6 and Q9 (chapter 7)</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Check progress of project (inspection of diary and notebook in tutorials)</li> <li>• Discuss Q6 and Q9 (chapter 7)</li> </ul> <p><b>*Part A Project Due Wednesday 5:00pm</b></p>  | <p><b><u>Chapter 7</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p> <p><b>Quiz closes Wednesday at 9:00pm the evening before the class.</b></p> |
| 8 | Social Influence                           | Chapter 8  | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Each group finishes a draft of their Media Strategy</li> </ul> <p><u>In class:</u></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> </ul>  | <p><b><u>Chapter 8</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p> <p><b>Quiz closes Wednesday at 9:00pm the evening before the class.</b></p> |

|    |  |            |   |   |
|----|--|------------|---|---|
| 9  | Public relations, corporate reputation and sponsorship | Chapter 9  | <p><u>Before class:</u></p> <p>Work on Pitch Project</p> <p><u>In class:</u></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>• By the end of this week, their report and PowerPoint presentation files/materials should be ready to submit</li> </ul> <p><b>*Part B Project Due Wednesday 5:00pm</b></p> | <p><b><u>Chapter 9</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p> <p><b>Quiz closes Wednesday at 9:00pm the evening before the class.</b></p>  |
| 10 | Influence in Personal Selling                          | Chapter 10 | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Each group prepares a full Pitch Project report that has been carefully proofread and edited</li> </ul> <p><u>In class:</u></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> </ul>   | <p><b><u>Chapter 10</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p> <p><b>Quiz closes Wednesday at 9:00pm the evening before the class.</b></p> |
| 11 | Direct Marketing and Sales Promotions                  | Chapter 11 | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Work on Pitch Project Written Plan</li> <li>• Work on Pitch Project Presentation</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• Consultations for Pitch Project</li> </ul>  | <p><b><u>Chapter 11</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p> <p><b>Quiz closes Wednesday at 9:00pm the evening before the class.</b></p> |
| 12 | Advertising Testing and Campaign Tracking              | Chapter 12 | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Rehearse for your Pitch Project presentation</li> </ul> <p><u>In class:</u></p> <ul style="list-style-type: none"> <li>• <b>Final Written Project Due on-line via Turn-It-In Wednesday 5:00pm</b></li> <li>• <b>Presentation Slides Due on-line via Turn-It-In</b></li> </ul>  | <p><b><u>Chapter 1</u></b></p> <p><b>Read this chapter and then attempt the quiz before deadline</b></p>  |

|    |   |            |  |  |
|----|---|------------|--|--|
| 13 | Teaching Evaluation, Course summary & wrap up | Chapter 13 | <p><u>Before class:</u></p> <ul style="list-style-type: none"> <li>• Submit individual assignment via Turn-It-In assignment by Week 13, Wednesday 1 Oct 5:00pm</li> </ul> <p><u>In class</u></p> <ul style="list-style-type: none"> <li>• <b>Submit individual assignment via Turn-It-In by Monday 5:00pm</b></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.city.mq.edu.au/reviews-appeals.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 Support at Macquarie City Campus

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing [info@city.mq.edu.au](mailto:info@city.mq.edu.au) with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email [info@city.mq.edu.au](mailto:info@city.mq.edu.au) or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

StudyWISE provides:

- Online learning resources and academic skills workshops [http://www.mq.edu.au/learning\\_skills](http://www.mq.edu.au/learning_skills)
- Personal assistance with your learning & study related questions

## 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.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and

strictly prohibited. Students detected undertaking such activities will face disciplinary action, which

may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide

your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

## **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 and models of marketing communications.

#### **Assessment tasks**

- Assessed Coursework
- Project
- Individual Assignment

### **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## Learning outcomes

- Develop an effective integrated marketing communications plan
- Conduct advertising research in the field, analyse and interpret the results.

## Assessment tasks

- Project
- Individual Assignment

## 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 outcomes

- Know the principles of brainstorming and creativity.
- Develop an effective integrated marketing communications plan

## Assessment task

- 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

- Know the principles of brainstorming and creativity.
- Develop an effective integrated marketing communications plan

## Assessment tasks

- Project
- Individual Assignment

## Changes from Previous Offering

The assessment tasks have changed

## **Research and Practice**

- This unit uses research by Lawrence Ang: Principles of Integrated Marketing Communications, Cambridge University Press, 2014
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research.