



# MKTG802

## Marketing Communications

MQC S1 Day 2014

*Dept of Marketing and Management*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	2
<a href="#"><u>Assessment Tasks</u></a>	3
<a href="#"><u>Delivery and Resources</u></a>	5
<a href="#"><u>Unit Schedule</u></a>	5
<a href="#"><u>Policies and Procedures</u></a>	6
<a href="#"><u>Graduate Capabilities</u></a>	10
<a href="#"><u>Research and Practice</u></a>	11

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Jie Meng

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Contact via [jie.meng@mq.edu.au](mailto:jie.meng@mq.edu.au)

via email or by appointment

Credit points

4

Prerequisites

MKTG696 or admission to MCom or MIntBus or MEc or MActPrac prior to 2011

Corequisites

Co-badged status

Unit description

Marketing communications are an integral part of a company's overall marketing mission and play a critical role in determining its success in the market. It accommodates both creative and analytical processes guided by a company's targeting and positioning strategies. This unit aims to provide you with an understanding of the various decisions and principles that marketing managers have to consider when developing communications strategies and action plans. An integrated perspective is adopted for this unit that allows you to analyse, design and evaluate the different roles of advertising, direct marketing, personal selling, public relations, sales promotion and event marketing. Relevant and up-to-date theories, concepts and practices in marketing communications will be provided and discussed in classes.

## 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:

An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends

A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions

An appreciation of the need to plan marketing communications in a comprehensive and integrated manner

Development of the analytical and creative skills necessary to prepare a marketing communications plan

An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms

## Assessment Tasks

Name	Weighting	Due
<a href="#"><u>Individual Presentation</u></a>	30%	From week 3 on
<a href="#"><u>Final Exam</u></a>	40%	TBD
<a href="#"><u>IMC Group Report</u></a>	30%	From week 4 on

### Individual Presentation

Due: **From week 3 on**

Weighting: **30%**

This assignment is based on individual work. It brings real-life experiences to the learning about creative evaluation of advertisements, aiming to develop students' critical, analytical and integrative thinking. Students will be randomly assigned to specific themes and present a rigorous and critical analysis of the advertisements that are chosen by students guided by the themes. Students are expected to develop logical and convincing arguments in regards to what are specific qualities that make this advertisement a good/bad one. Relevant theories/concepts in Marketing Communications may be applied as appropriate frameworks and perspectives in the discussion. In this assignment, students are required to make 8-minute presentation on their advertising critique and submit a summary report.

Late submission of assigned work will result in 10% per day penalties.

On successful completion you will be able to:

- A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions

## Final Exam

Due: **TBD**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that the product belongs to the student and 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.

On successful completion you will be able to:

- An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
- A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions

## IMC Group Report

Due: **From week 4 on**

Weighting: **30%**

The task in this assignment is to prepare a marketing communications plan in response to a brief. To undertake this task students are required to work in a group consisting of approximately 4 members. There are 4 steps involved in completing this assignment, through which students need to submit progress reports and gather feedback from the lecturer. Late submission will result in 10% per day penalties.

On successful completion you will be able to:

- An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
- An appreciation of the need to plan marketing communications in a comprehensive and integrated manner
- Development of the analytical and creative skills necessary to prepare a marketing

communications plan

- An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms

## Delivery and Resources

- Delivery

Class is 3 hours' face-to-face teaching per week for 13 weeks, consisting of lectures and student presentations.

### Changes since Last Offering at MQC

- Textbook prescribed

Clow, Kenneth E. and Donald Baack (2012), *Integrated Advertising, Promotion, and Marketing Communications*, 5<sup>th</sup> Edition, Pearson.

- Case materials

In relation to the ads critique to be performed by every student, case materials are provided for student work. At the same time, students also own the options of choosing an ads of a product/brand that fits their interest other than the text provided to present. The provided case materials are shown in the iLearn.

- Supplementary readings

These supplementary readings will be pre-posted in the iLearn in the corresponding weeks related with the weekly theme. Students are expected to read the materials before class and bring their ideas to class for a discussion.

## Unit Schedule

Week	Lecture	reading	Tutorial
1 (3rd Mar)	Introduction to the course; Introduction to Marketing Communications: its role in business, challenges and decisions	Chapter 1, Textbook	Breaking the ice
2 (10th Mar)	Theories of how Marketing Communications work: Persuasion mechanisms and attitude change strategies	Chapter 3, Textbook; Supplementary readings	Grouping; IMC campaign brief for the group project; Briefing on Advertising Critique; Allocation of themes for Advertising Critique;
3 (17th Mar.)	Deciding on the target audience; developing brand positioning; setting communications objectives and budgeting	Chapters 2,4, Textbook	Individual presentation on Advertising Critique

4 (24th Mar.)	Creative strategy of Advertising	Chapters 5,6,7, Textbook	Individual presentation on Advertising Critique
5 (31st Mar.)	Media strategy of Advertising	Chapters 8,9, Textbook	Individual presentation on Advertising Critique; Submission of Stage One report of major group project
6 (7th Apr.)	Direct marketing, personal selling and sales promotion	Chapters 11&12, Textbook	Individual presentation on Advertising Critique; Feedback to Stage One Report
7 (28th Apr)	Public relations, sponsorship and event marketing	Chapters 13, Textbook	Individual presentation on Advertising Critique
8 (5th May)	Alternative marketing	Chapter 10, Textbook	Individual presentation on Advertising Critique; Submission of Stage Two report of major group project
9(12th May)	Marketing Communications campaign evaluation	Chapter 15, Textbook	Individual presentation on Advertising Critique; Feedback to Stage Two report
10(19th May)	Opportunities and challenges of New Media	Supplementary readings	Individual presentation on Advertising Critique
11(26th May)	Group Presentation on IMC Project	Group Presentation on IMC Project	Individual presentation on Advertising Critique
12 (2nd Jun.)	Marketing Communication Award-winning Ads Show and Analysis	Submission of Final report of the group project	Student Consultation
13 (9th Jun.)	Briefing on Final Examination	Supplementary readings	Student Consultation

## 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/)

## 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>

For further information, please refer to the following link:

<http://universitycouncil.mq.edu.au/legislation.html>

## Grade 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>

## Attendance at Macquarie City Campus

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section above on Special Consideration for more details about this.

## 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.

## IT Help at Macquarie City Campus

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/> or call 02 9850-4357.

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 and it outlines what can be done.

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**

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

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

#### **Learning outcomes**

- A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions
- An appreciation of the need to plan marketing communications in a comprehensive and integrated manner
- Development of the analytical and creative skills necessary to prepare a marketing communications plan

#### **Assessment tasks**

- Individual Presentation
- Final Exam

### **PG - Research and Problem Solving Capability**

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

## Learning outcome

- A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions

## Assessment task

- IMC Group Report

## PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

## Learning outcomes

- An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
- An appreciation of the need to plan marketing communications in a comprehensive and integrated manner
- An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms

## Assessment tasks

- Individual Presentation
- Final Exam
- IMC Group Report

## Research and Practice

This unit will draw on journal articles on marketing communications in case discussion to get students be familiar with relevant theories. Students will be required to conduct their own market research during the course of preparing for the major project.