



MKTG802

Marketing Communications

S3 External 2014

Dept of Marketing and Management

Contents

| | |
|---|---|
| <u>General Information</u> | 2 |
| <u>Learning Outcomes</u> | 3 |
| <u>Assessment Tasks</u> | 3 |
| <u>Delivery and Resources</u> | 5 |
| <u>Unit Schedule</u> | 5 |
| <u>Policies and Procedures</u> | 6 |
| <u>Graduate Capabilities</u> | 8 |
| <u>Changes from Previous Offering</u> | 9 |
| <u>Research and Practice</u> | 9 |

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 in Charge

Steve Erichsen

stephen.erichsen@mq.edu.au

Contact via 0412246099

N/A

Initial consultation by email/telephone, then if required by appointment at mutually convenient time

Cathy Xu

cathy.xu@mq.edu.au

Yang Yang

yang.yang@mq.edu.au

Credit points

4

Prerequisites

MKTG696 or admission to MCom or MIntBus or MEd 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 |
|----------------------------|-----------|-----------------------------|
| <u>Assessed coursework</u> | 40% | Weekly assignment |
| <u>Group Project</u> | 30% | 19th Dec, 9th Jan, 23rd Jan |
| <u>Case Analysis</u> | 30% | Week 2 and 4 |

Assessed coursework

Due: **Weekly assignment**

Weighting: **40%**

This assignment is based on individual work. It brings real-life topics to the learning of how Marketing Communications could be practised in a strategic way. This assignment aims to develop students' critical, analytical and integrative thinking, as well as communication skills.

Every **Monday** there will be a new topic uploaded onto the Discussion Forum in iLearn and the discussion will be closed at **5pm Wednesday** that week. In total, there will be 4 topics to be discussed in class (**10% x 4**). Students will be assessed on a weekly basis, subject to their quality and quantity of contribution to each round of class discussion.

During the course, all students are expected to closely follow the updates of topics, and to participate in, contribute to and develop a discussion surrounding the given topic. The discussion is interactive and there is no limit of how many posts/comment a student can add online. However, students will be assessed not only in terms of how active they are in these discussions but also the quality of comment and arguments, including the relevance to the given topic, logical flow of ideas and appropriate use of theories/concepts in Marketing Communications. A

respectful and collegiate manner in this class discussion is required.

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

Group Project

Due: **19th Dec, 9th Jan, 23rd Jan**

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 3 stages of work involved in this project, each of which covers different steps in preparing for an IMC campaign. *Detailed project brief will be provided as a separate document available on iLearn.* A **peer review** will be conducted at the completion of this project, the result of which will help to determine individual scores for the group project. The peer review form is attached in Appendix I in the course outline.

All the three reports should be submitted via Turn-it-in. Stage 1 report will be due by *5pm, 19th December*. Stage 2 report will be due by *5pm, 9th January*. Stage 3 report will be due by *5pm, 23rd January*. Late submission penalty of 10% applies for every 24-hour delay.

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

Case Analysis

Due: **Week 2 and 4**

Weighting: **30%**

This assignment is based on individual work. Two IMC cases, together with case questions, will be assigned to the class for students to investigate, analyze and report on (15% for each case

analysis report). Students are supposed to answer all the assigned questions in each case. A maximum 3-page report (12 font, 1.5 line space) should be submitted through Turn-it-in before the due date for each case study. The two case analysis reports will be due by 5pm on December 19th and on 16th of January respectively. Late submission penalty of 10% applies for every 24-hour delay.

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

Delivery and Resources

Textbook prescribed

Ang, Lawrence (2014) *Principles of Integrated Marketing Communications*, 1st Edition, Cambridge University Press.

Case materials

Case materials will be posted on iLearn as required.

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 the discussion forum each week.

This is the second time for MKTG802 to be delivered online.

The slides for the text will be placed on iLearn as well as video lessons.

These will be made available gradually during the semester and remain available thereafter.

The readings will be available in ilearn before class.

Unit Schedule

To access the timetable, please go to: http://students.mq.edu.au/student_admin/timetables

| Week | Topic | Readings | Assessment |
|------|---|----------|------------|
| | Part I Overview of Marketing Communications | | |

| | | | |
|---|--|---|--|
| 1 | <ul style="list-style-type: none"> • What is MKTG802? • What is Integrated Marketing Communications (IMC)? • How to gain consumer insights? | <p>Chapters 1 & 2, Textbook;</p> <p>Supplementary readings</p> | <ul style="list-style-type: none"> • Topic 1 for class discussion announced in the discussion forum in iLearn • Group project topics and briefs announced in iLearn |
| Part II Planning Marketing Communications Campaigns | | | |
| 2 | <ul style="list-style-type: none"> • How to plan an IMC campaign: positioning strategies for building brand equity | <p>Chapters 3 & 13, Textbook;</p> <p>Supplementary readings</p> | <ul style="list-style-type: none"> • Topic 2 for class discussion announced in the discussion forum in iLearn • Report on case study 1 due by 5pm 19th December • Group Report Stage 1 is due |
| Part III Marketing Communications Tools and Evaluations | | | |
| 3 | <ul style="list-style-type: none"> • What to consider for an advertising campaign: creative and media decisions | <p>Chapters 4,5,6,7, Textbook</p> | <ul style="list-style-type: none"> • Topic 3 for class discussion announced in iLearn • Stage 2 report for the Group Project due by 5pm, 9th January |
| 4 | <ul style="list-style-type: none"> • How about direct marketing, sales promotion and public relations? | <p>Chapters 9,10,11, Textbook</p> | <ul style="list-style-type: none"> • Topic 4 for class discussion announced in iLearn • Report on case study 2 due by 5pm 16th January |
| 5 | <ul style="list-style-type: none"> • What is alternative marketing? • How to evaluate an IMC campaign? | <p>Chapters 8 & 12, Textbook</p> | <ul style="list-style-type: none"> • Stage 3 report for the Group Project due by 5pm 23rd January |

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

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

Disruption to Studies Policy 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/

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) 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

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

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

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

Assessment tasks

- Assessed coursework
- Case Analysis

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

- Assessed coursework
- Group Project
- Case Analysis

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 outcomes

- A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions
- Development of the analytical and creative skills necessary to prepare a marketing communications plan

Assessment task

- Group Project

Changes from Previous Offering

There are no material changes from the external provision in S2, 2014 for this unit.

Research and Practice

Students will be required to complete a research-intensive paper as part of their group assignment. Journal articles published in relevant topical areas will be used in lectures as supplementary readings.