



MKTG204

Integrated Marketing Communications

S1 Day 2017

Dept of Marketing and Management

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General Information

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Credit points

3

Prerequisites
MKTG101

Corequisites

Co-badged status

Unit description

This unit introduces students to the principles and practice of integrated marketing communications. Designed to encourage active learning, this unit covers integrated marketing communications planning process; tools of marketing communications (e.g., advertising, sales promotions, personal selling, social influence, direct marketing, and marketing-oriented public relations); principles of brainstorming, creativity and media planning; and the evaluation of communication effectiveness. The major learning outcomes are as follows - students will be able to define key terms and concepts; know the principles of creativity and media planning; be able to develop an effective integrated marketing communications plan and to conduct advertising research, analyse and interpret the results. These skills are essential for anyone planning to work in the Marketing Communications industry.

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 communication research in the field, analyse and interpret the results.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Assessed Coursework</u>	40%	No	Starting in week 3
<u>Pitch Project</u>	40%	No	Sunday, Week 10 (11.59pm);
<u>Individual Assignment</u>	20%	No	Sunday, week 5 & 9 (11.59pm).

Assessed Coursework

Due: **Starting in week 3**

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 five open-book quizzes. Each quiz is worth 8%

****Note:** Each quiz takes place in the tutorial on weeks 3, 5, 8, 10 and 13.

Please ensure that you come early for each tutorial.

On successful completion you will be able to:

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

Pitch Project

Due: **Sunday, Week 10 (11.59pm);**

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 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. The write-up and presentation will be evaluated.

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 (i.e. Sunday of week 10 at 11.59pm) .
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, week 11).
3. Submit a hard copy of the pitch project (in tutorial class, week 11).
4. Submit mindscribe journals of all team members in a clearly labelled enveloped (in tutorial class, week 11).
5. Each team member must also submit a peer assessment form (in tutorial class, week

11). Refer to iLearn (<https://ilearn.mq.edu.au/login/MQ/>) for more information.

6. To encourage consistent work, each team will submit 3 small component as part of the pitch project: a. brand name suggestions (due in week 3); b. positioning statement (due in week 4); c. draft of media plan (due in week 6); d. draft of creative strategy document (due in week 8). These components will be submitted in the tutorial class

Late submission:

- No extensions will be granted.
- There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).
- This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

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. The decision is final.

This Assessment Task relates to the following Learning Outcomes:

- 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 in a collaborative manner

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: **Sunday, week 5 & 9 (11.59pm).**

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 has to write a reflective, fully-referenced, integrative assignment for this task. Each student is expected to collect field data (worth 5%), analyse, interpret the results and draw implications on communication effectiveness in a well-written assignment (worth 15%). The total

is 20% (i.e. 5% + 15%).

Submission:

1. Each student must also complete their data collection for this assignment by Week 5 (tutorial class).
2. The assignment, including all analyses is due on Sunday of week 9, 11.59pm.

Refer to the Assessment Criteria document for more information on iLearn

(<https://ilearn.mq.edu.au/login/MQ/>).

Late submission:

- No extensions will be granted.
- There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty).
- This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

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

This Assessment Task relates to the following Learning Outcomes: • Identify and define key terms, concepts, frameworks and models of marketing communications. • Conduct communication research in the field, analyse and interpret the results.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Conduct communication research in the field, analyse and interpret the results.

Delivery and Resources

Classes

- Number and length of classes: 2 hour face-to-face teaching per week, consisting of 1.5 hour seminar and 1 hour tutorial.
- Students are expected to spend two hour/week reading the text and homework.
- Students must complete the pre-requisite for this unit.
- 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

seminar.

- Since interactive exercises and group learning will be carried out during seminars, listening to ECHO is a poor substitute for learning.
- Failure to attend seminars will also affect the quality of work submitted and assessments.
- Students must stick to the tutorial classes they officially enrolled in.
- Students are also expected to complete the required reading for the quizzes starting in week 3.
- Students are expected to complete each quiz individually without consulting or discussing with anyone.
- The lecturer has the final say on the marks given for each quiz.
- 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 seminars 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 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.
- Students are expected to work on their group projects during tutorials and sign a group contract on performance on group Pitch Project.
- 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.
- The lecturer has the final say on the grade of the student taking into account any

academic misconducts committed by a student.

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 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 quiz starting in week 3.
 - 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
1	Defining Integrated Marketing Communications	Chapter 1	No tutorial in week 1 <ul style="list-style-type: none">• Read the Unit Guide carefully• Read information about the Assessment Tasks on iLearn carefully	Read chapter 1

2	Generating consumer insights	Chapter 2,	<p><u>Before class:</u></p> <ul style="list-style-type: none"> List questions you may have about the Unit Guide and assessment tasks. <p><u>In class:</u></p> <ul style="list-style-type: none"> Form groups Discuss assessment tasks and their components: Assessed coursework, Project (Pitch Project), Ideas & Learning journal, peer assessment, guidelines for managing the Pitch Project & report template, individual assignment. Receipt of material for individual assignment. Carry out a mock submission of peer evaluation. Sign group contract on performance of group Pitch Project. 	Read chapter 2
3	Brand Positioning	Chapter 3	<p><u>Before class:</u></p> <ul style="list-style-type: none"> Prepare for quiz. 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. <p><u>In class:</u></p> <ul style="list-style-type: none"> Sit for open-book quiz on chapters 1,2. Only the text; all other material are banned. Each group submits at least five potential good brand names for the Pitch Project to tutor. Play creativity (Remote Association Test) game Discussion of Individual Assignment, Pitch Project (inspection of Ideas & Learning journal – progress check) Brainstorming techniques (see chapter 6 part 2) 	<p><u>Chapter 3</u></p> <p>Read this chapter</p>
4	Media Planning and Budgeting in Advertising	Chapter 4	<p><u>Before class:</u></p> <p>Prepare for quiz.</p> <p><u>In class:</u></p> <ul style="list-style-type: none"> Discuss media terminologies and calculations Confirmation of completion of data collection Discuss Individual Assignment Check progress of Pitch project 	<p><u>Chapter 4</u></p> <p>Read this chapter</p>

5	Traditional and Digital Media	Chapter 5	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Prepare for quiz. • Each group documents progress of Pitch Project • Each student to work on individual assignment • <u>Consumer Insight data collection due by Week 5, tutorial time</u> <p><u>In class:</u></p> <ul style="list-style-type: none"> • Sit for open-book quiz on chapters 3 & 4. Only text can be consulted. All other material are banned. • Discussion of Individual Assignment • Discussion of Pitch Project (inspection of Ideas & Learning journal – progress check) 	<p><u>Chapter 5</u></p> <p>Read this chapter</p>
6	Advertising Creativity	Chapter 6	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Prepare for quiz. • Each student to work on Individual Assignment • Each group finishes a draft of their Media Strategy <p><u>In class:</u></p> <ul style="list-style-type: none"> • Each group shows a draft of their Media Strategy for the Pitch Project to tutor. 	<p><u>Chapter 6</u></p> <p>Read this chapter</p>
7	Planning and Executing the Creative Appeal	Chapter 7	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Prepare for quiz. • Each student to work on Individual Assignment <p><u>In class:</u></p> <ul style="list-style-type: none"> • Check progress of pitch presentation (inspection of Ideas & Learning journal in tutorials) 	<p><u>Chapter 7</u></p> <p>Read this chapter</p>
8	Social Influence	Chapter 8	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Prepare for quiz • Each group finishes a draft of their Creative Strategy <p><u>In class:</u></p> <ul style="list-style-type: none"> • Sit for open-book quiz on chapter 5,6,7. Only the text can be consulted. All other material are banned. • Each group shows a draft of their Creative Strategy of their pitch project to tutor. • Each group drafts their Creative Strategy for the Pitch Project • Discussion of Pitch Project (inspection of Ideas & Learning journal – progress check). • By tutorial next week, Consumer Insight report is due. 	<p><u>Chapter 8</u></p> <p>Read this chapter</p>

9	Public relations, corporate reputation and sponsorship	Chapter 9	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Prepare for quiz • Each group prepares a full Pitch Project report that has been carefully proofread and edited <p><u>In class:</u></p> <ul style="list-style-type: none"> • Each group prepares their Pitch Project report/presentation • Discussion of Pitch Project presentation and report submission logistics, reminder of standards and marking rubric • By the end of next week, the Pitch report and PowerPoint presentation files/materials should be ready to submit. • <u>Submit Consumer Insight report via Turnitin by Sunday Week 9, 11.59pm.</u> 	<p><u>Chapter 9</u></p> <p>Read this chapter</p>
10	Influence in Personal Selling	Chapter 10	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Prepare for quiz. • Each group prepares a full Pitch Project report that has been carefully proofread and edited • <u>Submit Pitch Project via Turnitin by end of Week 10, Sunday, 11.59pm.</u> <p><u>In class:</u></p> <ul style="list-style-type: none"> • Sit for open-book quiz on chapter 8,9. Only the text can be consulted. All other material are banned. • Each group prepares their Pitch Project report/presentation • Discussion of Pitch Project presentation and report submission logistics, reminder of standards and marking rubric • All reports to be submitted by end of this week (see above). 	<p><u>Chapter 10</u></p> <p>Read this chapter</p>
11	Direct Marketing and Sales Promotions	Chapter 11	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Each group rehearses for their Pitch Project presentation • Each group prepares and submit Pitch project <p><u>In class:</u></p> <ul style="list-style-type: none"> • Pitch project presentations. Two groups will be randomly drawn to present, but all groups must be ready • Each student to submit peer evaluation • Submit hard copy of pitch project and presentation 	<p><u>Chapter 11</u></p> <p>Read this chapter</p>
12	Advertising Testing and Campaign Tracking	Chapter 12	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • The remaining groups rehearse for their Pitch Project presentation <p><u>In class:</u></p> <ul style="list-style-type: none"> • Pitch project presentations. Next two groups will be randomly drawn to present, but all the remaining groups must be ready. 	<p><u>Chapter 12</u></p> <p>Read this chapter</p>

13	Teaching Evaluation, Course summary & wrap up	Chapters 13	<p><u>Before class:</u></p> <ul style="list-style-type: none"> • Prepare for quiz. • The last group rehearses for their Pitch Project presentation <p><u>In class:</u></p> <ul style="list-style-type: none"> • Sit for open-book quiz on chapters 10,11,12,13. Only the text can be consulted. All other material are banned. • Pitch project presentation – last group to present. 	<p>Chapter 13</p> <p>Read these chapter</p>
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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_2016.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

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

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.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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

Graduate Capabilities

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

- Pitch Project

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 outcomes

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

communications.

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

Assessment tasks

- Assessed Coursework
- Pitch 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 communication research in the field, analyse and interpret the results.

Assessment tasks

- Pitch Project
- Individual Assignment

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

Assessment tasks

- Pitch Project
- Individual Assignment

Changes from Previous Offering

There less quizzes than last session

Research and Practice; Global and Sustainability

- 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.
- Examples from different countries as well as sustainability practices are discussed throughout the course.