



MKTG802

Marketing Communications

S1 Day 2017

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Lecturer

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1pm-2pm, Monday

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Credit points

4

Prerequisites

MKTG696

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	Hurdle	Due
<u>Advertising Critique</u>	20%	No	Week 3 and onwards
<u>IMC Project</u>	40%	No	Week 4,7,11,13
<u>Final Exam</u>	40%	No	TBD

Advertising Critique

Due: **Week 3 and onwards**

Weighting: **20%**

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.

The presentation should be assisted by Powerpoint slides. Given the time limit, no more than 5 slides are recommended as manageable for the presentation. A hardcopy of the slides **MUST** be submitted on the presentation day before the presentation starts. A summary report must be submitted in class on the presentation day, which should be max. 2 pages, using single space, Times New Roman and font size 12. This assignment will be assessed on a combined base of presentation (15%) and summary report (5%).

No extensions will be granted, except for cases in which an application for disruption of studies is made and approved.

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

IMC Project

Due: **Week 4,7,11,13**

Weighting: **40%**

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 5 members. There are 4 stages of work involved in this project, including reports and a group presentation. Stage 1 (10%) and Stage 3 (10%) will be based on individual work. Detailed project brief will be provided as a separate document available on iLearn.

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for disruption of studies is made and approved.

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 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

Final Exam

Due: **TBD**

Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that: 1. the product belongs to the student and 2. 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. No early final examination will be granted. Supplementary final examination might be organized based on the evaluation of a proper application for special consideration submitted before the final examination.

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

Delivery and Resources

Number and length of classes: 3 hours' face-to-face teaching per week for 13 weeks consisting of lectures and student presentations •The timetable for classes can be found on the University web site at <http://www.timetables.mq.edu.au/> • Prescribed Textbook (The prescribed textbook can be purchased from the Macquarie University Co-op Bookshop):

Ang, Lawrence (2014), *Principles of Integrated Marketing Communications*, Cambridge University Press

Recommended Texts

- Hill, Sam and Glenn Rifkin (1999), *Radical Marketing*, HarperPerennial
- Bedbury, Scott and Stephen Fenichell (2002), *A New Brand World: 8 Principles for Achieving Brand Leadership in the 21st Century*, Penguin Group
- Kim, Chan and Renee Mauborgne (2005), *Blue Ocean Strategy*, Harvard Business School Press
- Supplementary readings: These readings will be posted on the course website.

Students should also consult a wide range of journals, such as the following:

Newspapers/Magazines

Business Review Weekly

Australian Financial Review

The Australian (Marketing section)

B&T Magazine

Advertising News

Sydney Morning Herald (Business section)

Advertising Age

Adnews

Marketing

Academic Journals

Journal of Marketing

Harvard Business Review

Journal of Consumer Research

Journal of Advertising

Journal of Retailing

Journal of Marketing Management

European Journal of Marketing

Journal of Services Marketing

Australian Marketing Researcher

Unit web page

Course materials, including lecture notes, supplementary readings, project briefs and course-

related announcements, are available on iLearn at <http://learn.mq.edu.au>.

Unit Schedule

Week	Lecture	Readings	Tutorial
Part I Overview of Marketing Communications			
1	<p>Introduction to the course</p> <p>Introduction to Marketing Communications: its role in business, challenges and decisions</p>	Chapter 1, Textbook	Breaking the ice
2	How to gain consumer insights?	<p>Chapter 2, Textbook;</p> <p>Supplementary readings</p>	<p>Grouping</p> <p>IMC campaign brief for the group project</p> <p>Briefing on Advertising Critique;</p> <p>Allocation of themes for Advertising Critique;</p>
Part II Planning Marketing Communications Campaigns			
3	How to plan an IMC campaign: Positioning strategies for building brand equity	Chapters 3, 13, Textbook	Individual presentation on Advertising Critique (advertising for FMCG)
Part III Marketing Communications Tools and Evaluations			
4	What to consider for an advertising campaign I: Media strategies in advertising	Chapters 4, 5, Textbook	<p>Individual presentation on Advertising Critique (advertising in business-to-business marketing)</p> <p>Submission of Stage 1 report of major group project</p>

5	What to consider for an advertising campaign II: Creative strategies in advertising	Chapters 6,7, Textbook	Individual presentation on Advertising Critique (application of appeals of humor, fear and sex in advertising) Feedback to Stage 1 Report Briefing on Stage 2 Report
6	How about direct marketing, personal selling and sales promotion?	Chapters 10,11, Textbook	Individual presentation on Advertising Critique (creativity in advertising)
7	How about public relations, sponsorship and event marketing?	Chapter 9, Textbook Supplementary Readings	Individual presentation on Advertising Critique (advertising surrounding event sponsorship) Submission of Stage 2 report
Mid-Semester Break			
8	Alternative marketing	Chapter 8, Textbook	Feedback to Stage 2 Report Briefing on Stage 3 Report and Presentation
9	Marketing Communications campaign evaluation	Chapters 12, Textbook Supplementary readings	Individual presentation on Advertising Critique (advertising for social marketing) Submission of Stage 3 Report (individual)
Part IV Special Topics in Marketing Communications			
10	Opportunities and challenges of New Media	Supplementary readings	Individual presentation on Advertising Critique (advertising with new media) Feedback to Stage 3 report
Part V Group Presentations			
11	Group Presentation on IMC Project (Stage 3)		Briefing on Stage 4 Report
Part VI Course Review			
12	Course Review		

13	Briefing on the final exam
	Submission of Final Report of the group project

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.

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

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
- 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

Assessment tasks

- Advertising Critique
- Final Exam

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

Assessment tasks

- Advertising Critique
- IMC Project
- 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 outcomes

- 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 task

- IMC Project

Research & Practice, Global contexts & Sustainability

This unit will refer to journal articles and industry reports to provide students with updated knowledge of theories and practices. Recent journal articles will be listed as supplementary readings available on iLearn. Students are also suggested to consult a wide range of journals to facilitate their studies in this unit, including Journal of Marketing, Journal of Advertising, Journal of Retailing, Journal of Consumer Research and Harvard Business Review. Students will be required to draw on research in relevant areas in marketing communications in their group

projects. Students will be exposed to cases of international marketing communications to learn to be sensitive to a changing global environment and complexity of consumers in different markets.