



# MKTG702

## Marketing Communications

S2 Evening 2017

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff

Lecturer

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450 E4A

3pm-4pm, Wednesday

Credit points

4

Prerequisites

Admission to MRes

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. A central focus of this unit will be developing an informed and critical awareness of the extant theories and literature in the field of marketing communications.

## 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
<a href="#">Advertising Critique</a>	20%	No	Week 3 and onwards
<a href="#">Big Project</a>	40%	No	Week 4, 7, 11, 13
<a href="#">Essay</a>	40%	No	Week 15

### 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.

Marketing criteria for this assignment will be available on iLearn.

Students should submit the work in class and no late submission will be accepted.

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

## Big 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. All works will be submitted in class in the weeks allocated for each stage. 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

## Essay

Due: **Week 15**

Weighting: **40%**

The task in this assignment requires students to conduct extensive literature review to identify a research topic in the field of marketing communications that is worth further potential research. Students are encouraged to develop their own reference list, as guided by the course materials and supplementary readings, to develop critical thinking and conduct literature analysis. A 2,000-word essay is required to be submitted in Week 15 via Turnitin. Late submission will be subject to 10% penalty rate every 24 hours.

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

## 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

This unit will use technologies, including unit website, videos and online discussions to fully deliver the learning experiences. Course materials, including lecture notes, supplementary readings, project briefs and course-related announcements, are available on iLearn at <http://ilearn.mq.edu.au>.

Students are required to achieve minimum 50% to pass the unit.

# 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
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</p> <p>Submission of <b>Stage One report</b> of major group project</p>
5	What to consider for an advertising campaign II: Creative strategies in advertising	Chapters 6,7, Textbook	<p>Individual presentation on Advertising Critique</p> <p><b>Feedback</b> to Stage One Report</p> <p><b>Briefing</b> on Stage Two Report</p>
6	How about direct marketing, personal selling and sales promotion?	Chapters 10,11, Textbook	Individual presentation on Advertising Critique
7	How about public relations, sponsorship and event marketing?	<p>Chapter 9</p> <p>Supplementary Readings</p>	<p>Individual presentation on Advertising Critique</p> <p>Submission of <b>Stage Two report</b> of major group project</p>

Mid-Semester Break			
8	Alternative marketing	Chapters 8 & 12, Textbook  Supplementary readings	Individual presentation on Advertising Critique  <b>Feedback</b> to Stage Two Report  <b>Briefing</b> on Stage Three Report and Presentation
9	Marketing Communications campaign evaluation		Individual presentation on Advertising Critique  <b>Submission</b> of Stage Three Report
Part IV Special Topics in Marketing Communications			
10	Opportunities and challenges of New Media	Supplementary readings	Individual presentation on Advertising Critique  <b>Feedback to</b> Stage Three Report
Part V Group Presentations			
11	Group Project Presentation (Stage Three)		<b>Briefing</b> on Stage Four Report
Part VI Course Review			
12	Course Review		<b>Submission</b> of Stage Four Report
13	Preparation for Final Exam		

## 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\\_2016.html](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](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](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/](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](http://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](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 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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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

- 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

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

## 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
- 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