



# MGSM818

## Advertising and Promotions Management

Term 1 North Ryde 2018

*MGSM Degree Programs*

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#### **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

Paul Blanket

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Credit points

4

Prerequisites

MGSM820

Corequisites

Co-badged status

Unit description

This unit focuses on providing the tools for managers to be able to critically evaluate promotional strategies that are presented to them. The unit is designed to give a clear understanding of the setting of promotional objectives and the development of creative and media strategies employed by small to large organisations. It explores some of the fundamental theories that underpin marketing communications and current day leading-edge promotional campaigns that have successfully created major impact in their respective markets. It analyses key strengths and weakness of each of the major media vehicles, examining current trends in consumer and advertiser usage patterns.

## 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:

Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities

Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation

Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business

decision-making

Critically analyse target market opportunities to generate promotional strategies that not only achieve sales goals, but build long-term brand value

## General Assessment Information

Marking criteria will be made available in class/iLearn

Assignment submission is/are required to be submitted in iLearn.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Syndicate Presentations</u>	15%	No	TBA
<u>Individual Assignment</u>	40%	No	TBA
<u>Major Assignment</u>	35%	No	TBA
<u>Class Participation</u>	10%	No	Every Week

### Syndicate Presentations

Due: **TBA**

Weighting: **15%**

On successful completion you will be able to:

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation
- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
- Critically analyse target market opportunities to generate promotional strategies that not only achieve sales goals, but build long-term brand value

### Individual Assignment

Due: **TBA**

Weighting: **40%**

On successful completion you will be able to:

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation
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## Major Assignment

Due: **TBA**

Weighting: **35%**

Your Major Syndicate Assignment mark will be adjusted dependent on the Peer Assessment result.

### PEER ASSESSMENT FORM

**Name:**

**Syndicate Number:** \_\_\_\_\_

**Name**

**Mark**

### Comments:

- Give all members of your syndicate **including yourself**, a mark out of 10 (half marks not accepted).
- Marks:

0 =

Never or hardly turned up. Didn't contribute.

5 =

Average performer - did what was required no more, no less

10 =

Brilliant, natural leader, had all the answers, worked above and beyond the call of duty.

- **Peer Assessment and your individual mark**

- Your Syndicate Peer Assessment sheet is provided above. It must be filled in by each member of the syndicate and be submitted in **separate sealed** envelopes within a larger envelope with the written presentation. This assessment will form a basis of 50% of the overall assignment mark.
- As such, your total individual assignment mark will be adjusted based on your individual contribution as determined by the peer assessment.
- Must be handed in with the Group Assignment in a separate sealed envelope within a larger envelope, which contains all syndicate members' assessment forms.
- If all students in a syndicate receive '10' the mark will automatically be down graded to '5' for all syndicate members

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.

On successful completion you will be able to:

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and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation

- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
- Critically analyse target market opportunities to generate promotional strategies that not only achieve sales goals, but build long-term brand value

## Class Participation

Due: **Every Week**

Weighting: **10%**

On successful completion you will be able to:

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## Delivery and Resources

### Required Text

Belch, G.E., Belch, M.A., Kerr, G., & Powell, I. (2014). Advertising: An Integrated Marketing Communications Perspective, 3rd Edition, McGraw-Hill Australia & New Zealand. ISBN: 9781760421205

### WHERE TO PURCHASE TEXTBOOK IF YOU WISH TO BUY?

#### The Coop Bookshop

The Coop Bookshop is our main retailer for textbooks and other related academic material. For information on textbook prices and online ordering, please refer to The Co-Op Bookshop webpage at <http://www.coop.com.au>

#### McGraw-Hill website

Textbook is also available for order via the publisher's online store. For information on textbook prices and online ordering, please refer to the website at <http://www.mheducation.com.au/9781760421205-aus-advertising-an-integrated-marketing-communication-perspective>

**Disclaimer:** MGSM does not take responsibility for the stock levels of required textbooks from preferred retail outlets and other book retailers. While we advise our preferred book retail outlet, The Co-op Bookshop, of our maximum expected number of students purchasing specific required text each term, The Co-op Bookshop and other book retailers will make their own judgement in regards to their physical holding stock levels. To prevent disappointment if a textbook is out-of-stock, we highly advise students to order their textbooks as early as possible, or if the required textbook is currently out-of-stock, place an order with the book retailer as soon as possible so that these book retailers can monitor demand and supply, and adjust their stock orders accordingly

### Writing and citation resources

If you require assistance in writing, particularly academic writing and/or business reports, the Macquarie University Library provides three excellent web sites covering writing skills, researching online: and a guide to citations and referencing.

- <http://writinggateway.mq.edu.au/>
- <http://infoskills.mq.edu.au/>
- <http://www.lib.mq.edu.au/resources/subject/readyref/cites.html>

### MGSM iLearn

The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MGSM>

## Unit Schedule

**Weekly class – Wednesday 6pm – 10pm (Starts: 10 January 2018)**

The unit will be presented over 10 sessions as follows:

<b>SESSION 1: Advertising Strategy, Planning &amp; Budgeting</b>		
<b>Lecture:</b>	Unit Guide and evaluation criteria.  Positioning, brand strategies, creative strategy, target market, establishing a promotional budget.	
<b>Syndicate:</b>	Syndicate Positioning Assignment	
<b>Reading:</b>	Chapter: 1,5,6,9,10	
<b>SESSION 2: Structure of Media</b>		
<b>Lecture:</b>	Analysis of TV, Radio, press, cinema, outdoor & online media.  Overview of the advertising agency industry and structure.	

<b>Syndicate Presentations:</b>  <b>Reading:</b>	Positioning Assignment presentations (5 mins each)  Chapters; 1,2,12	
<b>SESSION 3: Media Strategy</b>		
<b>Lecture:</b>	Setting media objectives.  Evaluation of media alternatives, media buying and planning.	
<b>Syndicate:</b>  <b>Reading:</b>	Major Syndicate Assignment  Chapter: 12	
<b>SESSION 4: Corporate &amp; Brand Identity</b>		
<b>Lecture:</b>	Company image and positioning, logo graphics, branding, case studies	
<b>Syndicate:</b>  <b>Reading:</b>	Individual Assignment  Chapter: 8	
<b>SESSION 5: Sales Promotions, Advertising Ethics</b>		
<b>Lecture 1:</b>   <b>Reading:</b>  <b>Lecture 2:</b>  <b>Reading:</b> <b>Syndicate Assignment:</b>	Role of sales promotion, a strategic approach to determining which execution should be employed to achieve different objectives, case studies.  Chapter: 16  Ethical and legal issues in advertising and marketing.  Chapter: 7  Syndicate assignment on an ethical issue in advertising.	
<b>SESSION 6: Direct Marketing</b>		
<b>Lecture:</b>	Role of Direct Marketing, relationship marketing, loyalty programs etc  Client discussion on Major Syndicate Assignment	
<b>Reading:</b>  <b>Syndicate Presentation:</b>	Chapter: 14  Syndicate 'Ethics' presentations (5 minutes)	
<b>SESSION 7: Public Relations</b>		



<b>Lecture:</b>	Role of public relations, crisis management, writing a press release etc.	
<b>Syndicate</b>	PR Crisis Management syndicate seminar	
<b>Reading:</b>	Chapter: 15	
<b>SESSION 8: Social Media</b>		
<b>Lecture:</b>	The development of Web 2.0 interactive marketing tools including blogs, forums, podcasts, rich media, performance media, big data, programmatic buying and more	
<b>Syndicate:</b>	Social Media Workshop	
<b>Reading:</b>	Chapters: 3, 4	
<b>SESSION 9: Creativity &amp; Copy Writing</b>		
<b>Lecture:</b>	Trends in copy development, commercials, case studies.	
<b>Syndicate:</b>	Work on Major Syndicate Assignment.	
<b>Reading:</b>	Chapter: 11	
<b>SESSION 10: Major Assignment Client Presentations</b>		
<b>Presentations:</b>	Major Syndicate Assignment presentations (20 minutes)	

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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 - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

#### Learning outcomes

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation
- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
- Critically analyse target market opportunities to generate promotional strategies that not only achieve sales goals, but build long-term brand value

#### Assessment tasks

- Syndicate Presentations
- Individual Assignment
- Major Assignment
- Class Participation

### 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

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional

decisions on behalf of the organisation

- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
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## **Assessment tasks**

- Syndicate Presentations
- Individual Assignment
- Major Assignment
- Class Participation

## **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**

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation
- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
- Critically analyse target market opportunities to generate promotional strategies that not only achieve sales goals, but build long-term brand value

## **Assessment tasks**

- Syndicate Presentations
- Individual Assignment
- Major Assignment
- Class Participation

## 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

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation
- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
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### Assessment tasks

- Syndicate Presentations
- Individual Assignment
- Major Assignment
- Class Participation

## 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

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation

- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
- Critically analyse target market opportunities to generate promotional strategies that not only achieve sales goals, but build long-term brand value

## **Assessment tasks**

- Syndicate Presentations
- Individual Assignment
- Major Assignment
- Class Participation

## **PG - Engaged and Responsible, Active and Ethical Citizens**

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

## **Learning outcomes**

- Critically evaluate promotional strategies to make informed, commercial business decisions around marketing communications activities
- Synthesise and respond appropriately to the different cultural, socio-economic, political and legal mindsets and recognise one's own cultural bias when making promotional decisions on behalf of the organisation
- Critically assess the complex market as well as ethical and environmental factors – both locally and globally – that impact on the organisation, for more responsible business decision-making
- Critically analyse target market opportunities to generate promotional strategies that not only achieve sales goals, but build long-term brand value

## **Assessment tasks**

- Syndicate Presentations
- Individual Assignment
- Major Assignment
- Class Participation

## Changes from Previous Offering

No changes from the previous offering

## Attendance Policy (MGSM)

The interactive environment of the classroom is central to the MGSM experience. Students are required to attend the full duration of all classes for the units in which they are enrolled. We recognise that exceptional circumstances may occur, such as unavoidable travel on behalf of your organization or the serious illness or injury of you or a close family member.

Special consideration may be given for a maximum of 20% non-attendance for such circumstances as long as lecturers are contacted in advance, and supporting documentation provided, to request exemption from attendance. Failure to abide by these conditions may result in automatic withdrawal, with academic and/or financial penalty. The full Student Attendance Policy is published in the MGSM Student Handbook at <https://students.mgsm.edu.au/handbook>.

## Content disclaimer

These unit materials and the content of this unit are provided for educational purposes only and no decision should be made based on the material without obtaining independent professional advice relating to the particular circumstances involved.