



MGSM818

Advertising and Promotions Management

Term 1 North Ryde 2019

Department of Marketing

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Disclaimer

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General Information

Unit convenor and teaching staff

Lecturer

Dr Helen Siuki

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James Robinson

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Credit points

4

Prerequisites

MGSM820 or MGNT607

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

Please note that both your Creative Production Group Work marks (i.e. Interim Group Presentation, Final Group Presentation) will be adjusted in accordance with your individual contribution to the group project. **Fifty percent of the mark** will be scaled depending on the Peer Evaluation and my evaluation of your overall contribution to the output of the group work.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Class Participation</u>	10%	No	Week 1 through Week 10
<u>Individual Report</u>	40%	No	25 Feb 2019, 9:00am
<u>Interim Group Presentation</u>	15%	No	Week 5 (4 Feb 2019)
<u>Final Group Presentation</u>	35%	No	Week 10 (11 March 2019)

Class Participation

Due: **Week 1 through Week 10**

Weighting: **10%**

Students are expected to participate actively whilst taking this unit. Participation can involve participating during class in discussions, and Q&A for group presentations, as well as online engagement in relevant discussion forums on iLearn. *Students can earn a maximum of 1 mark per week/session, for a maximum of 10 marks for the entire term.*

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decision-making

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Individual Report

Due: **25 Feb 2019, 9:00am**

Weighting: **40%**

In this assessment task students need to critically analyse and discuss an existing IMC campaign of their own choice (it can be any product category in any industry).

Individual Report (**word limit: 2,500**) should include an introduction, and in-depth critical analysis of the chosen IMC campaign, addressing the following components: positioning, target audience selection, objectives, branding, message and creative strategies, media strategies, budgeting, social, ethical and regulatory aspects. Students also required

to provide recommendations for future improvements. Please refer to the **Individual Report Marking Criteria** document provided on iLearn for more details.

- Students should cite any references fully and in an acceptable style as noted in the Student Handbook.
- Students submit their 'Individual Report' to Turnitin on iLearn by **25 Feb 2019, 9:00am**.

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 special consideration is made and approved.

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Interim Group Presentation

Due: **Week 5 (4 Feb 2019)**

Weighting: **15%**

Groups will give presentations of no longer than **12 minutes (including Q&A period)**, outlining their plans and ideas for their proposed IMC campaign which the group will be developing for Creative Production Group Work (*topics will be allocated in the first session*). Interim Group Presentation should provide support and justification for suggested ideas/ strategies.

Please refer to **Creative Production Marking Criteria document** available on iLearn for further information and details.

- **All group members MUST present, and attend the two sessions in which their group presents.**
- Absence would mean 0 marks for that presentation unless a Special Consideration is submitted and approved.
- **All creative production materials (e.g. ppt slides) must be uploaded to Turnitin on iLearn PRIOR to class presentation.**
- Students should cite any references fully and in an acceptable style as noted in the Student Handbook.
- Your Creative Production Group Presentation mark will be adjusted based on the Peer Evaluation feedback.

On successful completion you will be able to:

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Final Group Presentation

Due: **Week 10 (11 March 2019)**

Weighting: **35%**

Groups will give presentations of no longer than **25 minutes (including Q&A)**, presenting their IMC campaign which their group has developed for Creative Production Group Work. Final Group Presentation should provide support and justification for suggested strategies.

The Creative Production IMC Campaign should include: Background/ Formative research, Market Segmentation and Target Audience Selection, Positioning, Branding, Objectives,

Budgeting, Message and Creative Strategies, Media Strategies, and Consideration of Social, Ethical, and Regulatory Aspects. *Groups are required to create a video advertisement as part of their proposed IMC campaign.* Please refer to the **Creative Production Marking Criteria document** available on iLearn for further information and details.

- **All group members MUST present, and attend the two sessions in which their group presents.**
- Absence would mean 0 marks for that presentation unless a Special Consideration is submitted and approved.
- **All creative production materials (e.g. ppt slides, advertisement) must be uploaded to Turnitin on iLearn PRIOR to class presentation.**
- Students should cite any references fully and in an acceptable style as noted in the Student Handbook.
- Your Creative Production Group Presentation mark will be adjusted based on the Peer Evaluation feedback.

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 – Monday evenings 6:00pm - 10:00pm (starting 7th January, 2019)

The unit will be presented over 10 sessions as follows:

SESSION 1: An Introduction to Integrated Marketing Communication		
Lecture 1: 7 Jan 2019	<ul style="list-style-type: none">• Topics: An Introduction to IMC, the history and future of advertising.• Briefing on Unit Guide, assessment tasks requirements and evaluation criteria.• Group formation & Creative Production topic allocation• Group contract	
Reading:	Chapter 1: Where marketing communication began: the development of advertising in Australia and New Zealand Chapter 2: Integrated marketing communication: how marketing communication evolved	
SESSION 2: The Communication Process and Perspectives on Consumer Behaviour		

Lecture 2: 14 Jan 2019	<ul style="list-style-type: none"> • Topics: The nature of communication, analysing the receiver, cognitive processing of communications, consumer behaviour, learning, and decision making • Finalising Individual Report and Group Creative Production Topics 	
Reading:	Chapter 5: The communication process Chapter 6: Starting with consumer behaviour: understanding how marketing communication might influence consumer behaviour	
SESSION 3: Branding and Building Relationship with Brands		
Lecture 3: 21 Jan 2019	<ul style="list-style-type: none"> • Topics: Branding, company image and positioning, brand identity, building relationship with brands • In-class group work on Interim Group Presentation 	
Reading:	Chapter 8: Branding and building relationships with the database	
SESSION 4: Planning, Establishing Objectives and Budgeting for the IMC Program		
Lecture 4: 28 Jan 2019	<ul style="list-style-type: none"> • Topics: IMC planning process, strategic decisions, segmentation, marketing communication objectives, and budget • In-class group work on Interim Group Presentation 	
Reading:	Chapter 9: Planning for IMC Chapter 10: Establishing objectives and budgeting for the IMC program	
SESSION 5: IMC Messages, Creativity, and Message Strategies		
Lecture 5: 4 Feb 2019	<ul style="list-style-type: none"> • Topics: IMC messages, message appeal, creativity, and message strategies • <u>Interim Group Presentations</u> 	
Reading:	Chapter 11: Message strategy and execution	
SESSION 6: Media Planning, Strategies and Evaluation		
Lecture 6: 11 Feb 2019	<ul style="list-style-type: none"> • Topics: Media planning, strategies, evaluation, characteristics of media, TV, radio, magazines, ..., IMC program measurements, testing, and evaluation • In-class group work on Final Group Presentation 	
Reading:	Chapter 12: Media: strategy and choices Chapter 13: Measuring the effectiveness of the IMC program	
SESSION 7: The Internet: Digital and Social Media		

Lecture 7: 18 Feb 2019	<ul style="list-style-type: none"> • Topics: Post-PC world: the digital consumer, UGC, social media, and social media platforms • Individual Report Consultation • In-class group work on Final Group Presentation 	
Reading:	Chapter 3: Digital media Chapter 4: Social media	
SESSION 8: Marketing Communication Disciplines		
Lecture 8: 25 Feb 2019	<ul style="list-style-type: none"> • Topics: Direct marketing and personal selling, evaluation of direct marketing and personal selling, public relations, publicity, corporate advertising, sales promotion • Individual Report DUE: 9:00am to Turnitin in iLearn • In-class group work on Final Group Presentation 	
Reading:	Chapter 14: Direct marketing and personal selling Chapter 15: Public relations Chapter 16: Sales promotion	
SESSION 9: Social, Ethical, and Regulatory Aspects		
Lecture 9: 4 Feb 2019	<ul style="list-style-type: none"> • Topics: IMC ethics, regulation • Final in-class group work on Final Creative Production Group Presentation 	
Reading:	Chapter 7: Social, ethical and regulatory aspects	
SESSION 10: Course Review & Final Group Presentations		
Lecture 10: 11 March 2019	<ul style="list-style-type: none"> • Course Review. • <u>Final Group Creative Production Presentations.</u> 	

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](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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

If you are a Global MBA student contact globalmba.support@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 - 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 task

- 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

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Assessment task

- Individual Report

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
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Assessment tasks

- Class Participation
- Individual Report
- Interim Group Presentation
- Final Group Presentation

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

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Assessment tasks

- Individual Report
- Interim Group Presentation
- Final Group Presentation

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
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Assessment tasks

- Interim Group Presentation
- Final Group Presentation

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
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Assessment task

- Class Participation

Changes from Previous Offering

Group project assessment task is changed. Groups are now required to create their own IMC campaign addressing specific marking criteria.

Alignment with MGSM's mission-driven attributes

- **Leadership:** Research provides evidence that support leadership within the

organisation. Better research skills and a greater capacity to wield evidence support better leadership

- **Global Mindset:** Research is a toolkit which is practiced around the world. This unit draws on examples of research from around the globe, and provides a skill that may be practiced world-wide
- **Citizenship:** Research is an essential element supporting the way in which organisations discover and respond to the needs of their various stakeholders: customers, staff, shareholders, etc.
- **Creating Sustainable Value:** Research is essential to the creation of value, it helps determine what customers want so that appropriate responses can be developed and delivered

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.