



# MGSM818

## Advertising and Promotions Management

Term 2 North Ryde 2019

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Lecturer

Scott Koslow

[scott.koslow@mq.edu.au](mailto:scott.koslow@mq.edu.au)

E4A 637

4-6 Tuesdays

James Robinson

[james.robinson@mq.edu.au](mailto:james.robinson@mq.edu.au)

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 advertising strategies to make informed, commercial business decisions around marketing communications activities

Synthesize and respond appropriately to the different target segments and recognize

one's own bias when making advertising decisions on behalf of an organization  
Develop the analytic and creative skills to identify and solve advertising problems.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual Report</u>	40%	No	Day before class, week 10
<u>Case Write Ups</u>	20%	No	Weeks 1-10
<u>Case Oral Communications</u>	40%	No	Weeks 1-10

### Individual Report

Due: **Day before class, week 10**

Weighting: **40%**

In this assessment task students critically analyze and discuss several existing advertising campaigns of their own choice (it can be any product or service category in any industry). The purpose is to allow students to explore the differences between better or worse advertising campaigns.

Students are to identify three "good" advertising campaigns and three "bad" advertising campaigns. As for what an "advertising campaign" is defined as, use a "wide" definition of advertising. Once the six campaigns are identified, students are to explain what differentiates the "good" ones from the "bad" ones.

Students need to explain the campaigns, and this goes into an appendix. The main report, however has a word limit of 3000 words. Students can focus on issues like insight, strategy, segmentation, targeting, positioning, objectives, branding and other issues discussed in the unit.

On successful completion you will be able to:

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

### Case Write Ups

Due: **Weeks 1-10**

Weighting: **20%**

Although we will analyse ten cases orally during the session, you will write up two cases prior to the discussion in class. As for which two, it is your choice, but write ups are due prior to the corresponding case discussion. It is recommended, however, that you choose cases from the second half of the unit so you understand better how to approach cases.

Prior to the case seminar, you need to write up discussion of the following points:

- Analyse the one or two main issues or problems you see in the case
- Explain how you would remedy the above issues or problems

You are recommended to use those above two dot-points as headings in your write up. Bullet points are appreciated. 1500 words maximum for each of the two cases.

On successful completion you will be able to:

- Develop the analytic and creative skills to identify and solve advertising problems.

## Case Oral Communications

Due: **Weeks 1-10**

Weighting: **40%**

Case oral communication refers to the student's oral contributions to case analysis during the in-class case discussion. These cases will be analyzed in seminar in the case analysis tradition. You are required to be physically present at the case discussion for all ten cases in this unit. You are also expected to orally communicate in those discussions.

All students are marked on their oral communication in the case discussions. Merely attending will not get high (or even passing) marks. Details on marking available on iLearn.

On successful completion you will be able to:

- Synthesize and respond appropriately to the different target segments and recognize one's own bias when making advertising decisions on behalf of an organization
- Develop the analytic and creative skills to identify and solve advertising problems.

## Delivery and Resources

**Cases available on iLearn.**

### 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

Week	Topic	Textbook Chapters	Cases	Other Readings
1	Advertising Development Process	1, 5 & 6	British Airways	Tevi and Koslow 2018
2	Segmentation, Targeting and Positioning	2	Suzuki	Parker, Ang and Koslow 2018
3	Creative Development	11	Mountain Dew	Reinartz and Saffert 2013; Kover and Goldberg 1995
4	Marketing Clients	7	The Gillette Company: Dry Idea	Koslow 2015; Koslow, Sasser and Riordan 2006
5	Advertising Agencies	8	Amelia Rogers at Tassani Communications	Sasser and Koslow 2012

6	Sales Promotion	16	Kingford Charcoal	Gardener and Trivedi 1998
7	Integrated Marketing Communications	9 & 10	US Army	Sasser, Koslow and Riordan 2007; Tevi, Koslow and Parker 2018
8	Viral Marketing	12 & 13	Pepsi-Lipton Brisk	Ewing, Stewart, Mather and Newton 2014
9	Digital and Social Media	3 & 4	Hunger Games: Catching Fire	Powers, Advincula, Austin and Graiko 2012; "Effective Social Strategy Report: Lessons from the 2018 WARC Awards"; Schivinski, Christodoulides and Dabrowski 2016
10	Native Advertising	14 & 15	BuzzFeed	"Native Advertising" Oct 2018; Stipp 2018

## 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 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](mailto:ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](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](mailto:ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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**

- Critically evaluate advertising strategies to make informed, commercial business decisions around marketing communications activities
- Synthesize and respond appropriately to the different target segments and recognize one's own bias when making advertising decisions on behalf of an organization
- Develop the analytic and creative skills to identify and solve advertising problems.

## **Assessment tasks**

- Individual Report
- Case Write Ups
- Case Oral Communications

## **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 advertising strategies to make informed, commercial business decisions around marketing communications activities
- Synthesize and respond appropriately to the different target segments and recognize one's own bias when making advertising decisions on behalf of an organization
- Develop the analytic and creative skills to identify and solve advertising problems.

## **Assessment tasks**

- Individual Report
- Case Write Ups
- Case Oral Communications

## **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 advertising strategies to make informed, commercial business decisions around marketing communications activities
- Synthesize and respond appropriately to the different target segments and recognize one's own bias when making advertising decisions on behalf of an organization
- Develop the analytic and creative skills to identify and solve advertising problems.

## Assessment tasks

- Individual Report
- Case Write Ups
- Case Oral Communications

## 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 outcome

- Develop the analytic and creative skills to identify and solve advertising problems.

## Assessment tasks

- Case Write Ups
- Case Oral Communications

## Changes from Previous Offering

This unit has been extensively revised to make it more activity-based rather than lecture-based. The individual report has been updated. Cases have been added. Readings have been added.

## 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.