



MKTG7002

Marketing Communications

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Dr. Kay Naumann

kay.naumann@mq.edu.au

Contact via Please email to arrange consultation

Student Consultation Room Level 2 E4A

Monday 12pm-1pm

Credit points

10

Prerequisites

Admission to MRes

Corequisites

Co-badged status

Unit description

Marketing communications are an integral part of an organization's overall marketing activities and play a critical role in determining its success in the market. Today, marketing professionals face new opportunities, but also significant challenges in communicating with consumers in an evolving media landscape and dynamic interactions between consumers and brands.

This unit develops students' skills to apply marketing communications theories and concepts to identify and analyse firms marketing communications. Students will learn to obtain and analyse data and interpret findings to make evidence-based decisions for planning effective marketing communications campaigns. Students will learn to communicate marketing communications ideas orally and in written forms to potential audiences.

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:

ULO1: Apply marketing communications theories and concepts to identify and analyse firms' marketing communications.

ULO2: Obtain and analyse data and interpret findings to make evidence-based decisions

for planning effective marketing communications campaigns.

ULO3: Communicate marketing communications ideas professionally (or technically) to potential audiences.

ULO4: Synthesise relevant literature streams and conduct a research project

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

General Assessment Information

*Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.*

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

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.

Unit Webpage Course materials, including lecture notes, supplementary readings, project briefs and course related announcements, are available on iLearn at <http://ilearn.mq.edu.au>.

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please refer to ilearn for unit schedule

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.*)

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](#)

[s://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 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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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.

Changes from Previous Offering

Changes have been made to the weightings and the word counts for the Advertising Critique and the IMC Campaign.