



MKTG7002

Marketing Communications

Session 2, Special circumstance 2020

Department of Marketing

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Dr. Stephanie Yimin Huang

stephanie.huang@mq.edu.au

Contact via stephanie.huang@mq.edu.au

2pm-3pm, Tuesday (Zoom Consultation)

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

Name	Weighting	Hurdle	Due
<u>Research paper</u>	20%	No	Week 14
<u>IMC Campaign Development</u>	60%	No	Weeks 5, 9 and 13
<u>Quizz</u>	20%	No	Week 2 to Week 10

Research paper

Assessment Type ¹: Literature review

Indicative Time on Task ²: 20 hours

Due: **Week 14**

Weighting: **20%**

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.

On successful completion you will be able to:

- Communicate marketing communications ideas professionally (or technically) to potential audiences.
- Synthesise relevant literature streams and conduct a research project

IMC Campaign Development

Assessment Type ¹: Project

Indicative Time on Task ²: 40 hours

Due: **Weeks 5, 9 and 13**

Weighting: **60%**

This is an individual assignment that requires students to prepare a marketing communications plan in response to a brief. This assignment targets the development of students; problem-

solving, research and analytical skills.

On successful completion you will be able to:

- Apply marketing communications theories and concepts to identify and analyse firms' marketing communications.
- Obtain and analyse data and interpret findings to make evidence-based decisions for planning effective marketing communications campaigns.
- Communicate marketing communications ideas professionally (or technically) to potential audiences.

Quizz

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 3 hours

Due: **Week 2 to Week 10**

Weighting: **20%**

Weekly quizzes will be built on weekly teaching materials to ensure students devote quality time to readings teaching materials and learning is not interrupted.

On successful completion you will be able to:

- Apply marketing communications theories and concepts to identify and analyse firms' marketing communications.
- Obtain and analyse data and interpret findings to make evidence-based decisions for planning effective marketing communications campaigns.
- Communicate marketing communications ideas professionally (or technically) to potential audiences.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

MKTG7002 will be delivered online with a combination of pre-recorded lectures and weekly Zoom workshops for activities. All the course materials, including lecture recordings, required readings as well as assessment briefs and support, are available on the iLearn site for this unit. All of your learning activities and assessment tasks will take place in iLearn using learning technologies and tools such as Echo360, Turnitin and Zoom. You will not be required to attend campus for any of your learning activities or assessment tasks until further notice.

Textbook:

Lawrence Ang (2014), Principles of Integrated Marketing Communications, Cambridge University Press

Supplementary Readings for each week are available on iLearn.

Unit Schedule

Please refer to iLearn.

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>). 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>). 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>).

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.