



MKTG8002

Marketing Communications

Session 1, Special circumstances 2021

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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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

Unit Convenor

Yimin Huang

stephanie.huang@mq.edu.au

Contact via stephanie.huang@mq.edu.au

147, 3 Management Drive

2pm-3pm, Monday (Zoom Consultation, Link available on iLearn)

Credit points

10

Prerequisites

Admission to MMktg or MKTG696 or MKTG6096 or MGNT607 or MGNT609 or MKTG6009

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 and technically to potential audiences.

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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Advertising Critique	20%	No	Week 7
Quiz	20%	No	From Week 2 to Week 10
IMC Campaign Development	60%	No	Week 13

Advertising Critique

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **Week 7**

Weighting: **20%**

This individual assignment brings real-life experiences to the learning about creative evaluation of advertisements, aiming to develop students' critical, analytical and integrative thinking. Students are required to select an advertisement according to the theme provided in the lecture and critically evaluate it and present their evaluation to the class. Length: 4 minutes presentation and a summary report of 200 words.

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 and technically to potential audiences.

Quiz

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 3 hours

Due: **From 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 and technically to potential audiences.

IMC Campaign Development

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **Week 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. Length: 2000 words.

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 and 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

MKTG8002 will be delivered as a blended learning experience with a combination of pre-recorded lectures, online activities and 90-minute weekly 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. Your learning activities and assessment tasks will be facilitated by learning technologies and tools such as Echo360, Turnitin and Zoom.

Textbook:

Lawrence Ang (2020), Principles of Integrated Marketing Communications (2nd Edition), Cambridge University Press

Supplementary Readings for each week are available on iLearn.

Unit Schedule

Please refer to iLearn for the Unit Schedule.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central](https://policies.mq.edu.au) (<https://policies.mq.edu.au>) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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

The textbook used in S1 2021 is a new version of the textbook that was used in previous offerings.

Unit information based on version 2021.04 of the [Handbook](#)