



MKTG2004

Integrated 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

Lawrence Ang

lawrence.ang@mq.edu.au

Contact via Via email

Wednesday 4pm-6pm

Credit points

10

Prerequisites

40cp at 1000 level or above including MKTG1001 or MKTG101

Corequisites

MKTG1003 or MKTG203

Co-badged status

Unit description

The ability to effectively communicate and persuade consumers is a major challenge facing marketers. Aside from clutter, consumers are also getting busier. The rise of social media also means that consumers are now more subtly influenced by their friends, and with the rise in multi-channel marketing, consumers expect a seamless experience when interacting with organisations. Being able to communicate the right message to the right people at the right time, using the right channels in an integrated fashion, is crucial to the success of any marketing communications. This unit develops students' knowledge of the principles and practices of integrated marketing communications. It covers planning processes, tools of marketing communications, creativity and media planning, among others. Students gain knowledge about developing and implementing effective integrated marketing communications campaigns.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://students.mq.edu.au/important-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Identify and define key terms, concepts, frameworks and models of marketing

communications.

ULO2: Employ creative thinking techniques to solve problems, both as an individual and in a group.

ULO3: Develop an effective integrated marketing communications plan.

ULO4: Conduct communication research in the field, analyse and interpret the results.

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
Quiz/Test	40%	No	Weeks 3,5,8,10 and 13
Pitch Project - Presentation	10%	No	Week 6
Report	20%	No	Week 9
Pitch Project - Report	30%	No	Week 13

Quiz/Test

Assessment Type ¹: Quiz/Test

Indicative Time on Task ²: 2 hours

Due: **Weeks 3,5,8,10 and 13**

Weighting: **40%**

Students are required to complete up to five open-book quizzes online. Each quiz is worth 8%

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.

Pitch Project - Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 5 hours

Due: **Week 6**

Weighting: **10%**

Students will give a 3-5 minute online or face-to-face presentation, with their group members. The main objective of this presentation is to articulate the viability of the plan in fulfilling the objective(s) in the outlined brief. Students will be individually assessed on their presentation skills.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Employ creative thinking techniques to solve problems, both as an individual and in a group.
- Develop an effective integrated marketing communications plan.

Report

Assessment Type ¹: Report

Indicative Time on Task ²: 26 hours

Due: **Week 9**

Weighting: **20%**

Students will be required to collect field data (worth 5%), analyse and interpret their results and draw implications on communication effectiveness in a well-written assignment (worth 15%).

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Develop an effective integrated marketing communications plan.
- Conduct communication research in the field, analyse and interpret the results.

Pitch Project - Report

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **30%**

Students will work in groups on a creative brief. The main objective of this brief is to produce a group report (worth a total of 20%) that shows an effective and well-articulated IMC plan. The objective of the report is to help students integrate their critical thinking and writing skills. The remaining 10% will be a peer assessment where students will assess each other for their group participation, engagement and involvement.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Employ creative thinking techniques to solve problems, both as an individual and in a group.
- Develop an effective integrated marketing communications plan.

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 [Learning Skills Unit](#) 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

Mode of delivery: All lectures are pre-recorded, but half the tutorials are online and half face-to-face.

Required text: Ang, Lawrence (2021) Principles of Integrated Marketing Communications. An evidence-based approach. Cambridge University Press.

Unit Schedule

Please refer to [iLearn](#)

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<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 Enquiry Service

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

Equity 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.

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.