



MKTG2004

Integrated Marketing Communications

Session 2, Online-scheduled-weekday 2022

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit convenor and lecturer

Yi Li

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Contact via +61 (2) 9850 9602

243, Level 2, 4 Eastern Road

Friday 11am-12pm

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://www.mq.edu.au/study/calendar-of-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: Collaborate to employ critical thinking techniques to solve marketing communications problems.

ULO3: Develop an effective integrated marketing communications plan and professionally communicate it to the appropriate audience.

General Assessment Information

Late submissions of assessments

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Special Consideration To request an extension on the due date/time for a timed or non-timed assessment task, you must submit a Special Consideration application. An application for Special Consideration does not guarantee approval.

The approved extension date for a student becomes the new due date for that student. The late submission penalties above then apply as of the new due date.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Individual Reflection</u>	40%	No	Week 13
<u>Individual essay</u>	40%	No	Week 7
<u>Marketing Critique Presentation</u>	20%	No	Week 10

Individual Reflection

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 24 hours

Due: **Week 13**

Weighting: **40%**

These tasks require students to reflect on two questions/problems related to integrated marketing communications. Each reflection will be 1000 words.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Collaborate to employ critical thinking techniques to solve marketing communications problems.

Individual essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 22 hours

Due: **Week 7**

Weighting: **40%**

Students will need to find an exemplar of a successful integrated marketing communications campaign from the last two years. Students shall analyse the campaign and highlight the success factors using integrated marketing communication theories and communicate, in a professional manner, recommendations to further improve the campaign in a 2000 word essay.

On successful completion you will be able to:

- Collaborate to employ critical thinking techniques to solve marketing communications problems.
- Develop an effective integrated marketing communications plan and professionally communicate it to the appropriate audience.

Marketing Critique Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 12 hours

Due: **Week 10**

Weighting: **20%**

Students will work in groups and find an example of a marketing communications campaign that failed in terms of execution and message and critique the campaign using integrated marketing communications concepts/theories. Then, students offer their revised campaign in a 15 minute group presentation.

On successful completion you will be able to:

- Collaborate to employ critical thinking techniques to solve marketing communications problems.
- Develop an effective integrated marketing communications plan and professionally communicate it to the appropriate audience.

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

This course will be delivered in online and face-to-face modes.

- Students enrolled in ONLINE DELIVERY: there will be **1-hour online pre-recorded lecture on a weekly basis, plus a 1-hour online weekly workshop, and 1-hour asynchronous activities.**
- Students enrolled in FACE-TO-FACE DELIVERY: there will be **1-hour online pre-recorded lecture on a weekly basis, plus a 1-hour face-to-face weekly workshop on campus, and 1-hour asynchronous activities.**

PRESCRIBED TEXT

Principles of Integrated Marketing Communications 2ed An Evidence-based Approach

By: Lawrence Ang

The textbook can be purchased from the following links:

EBOOK:

<https://www.booktopia.com.au/principles-of-integrated-marketing-communications-lawrence-ang/ebook/9781108571517.html>

Print:

<https://www.booktopia.com.au/principles-of-integrated-marketing-communications-2ed-lawrence-ang/book/9781108703116.html>

There are a limited number of copies available at the library.

All other required readings will be provided on iLearn.

Unit Schedule

Please refer to iLearn.

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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.