MKTG2004

Integrated Marketing Communications

Session 2, In person-scheduled-weekday, North Ryde 2023

Department of Marketing

Contents

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General Information

Unit convenor and teaching staff
Unit convenor
Yi Li
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Contact via +61 (2) 9850 9602
243, Level 2, 4 Eastern Rd
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: Employ critical thinking techniques to solve marketing communications problems, individually and/or in collaboration

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

General Assessment Information

Late Assessment Submission Penalty (written 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.

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual presentation	30%	No	Week 2-4, Week 6-12
Tutorial activities	30%	No	Week 7
Individual case study	40%	No	Week 13

Individual presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 12 hours
Due: **Week 2-4, Week 6-12**
Weighting: **30%**

A presentation illustrating an integrated marketing communications campaign designed by the student for a brand.

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 and professionally communicate it to the appropriate audience.

Tutorial activities

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 24 hours
Due: **Week 7**
Weighting: **30%**

Tutorial activity for 10 weeks will be marked. Submissions will be made in groups.

On successful completion you will be able to:

- Identify and define key terms, concepts, frameworks and models of marketing communications.
- Employ critical thinking techniques to solve marketing communications problems, individually and/or in collaboration
- Develop an effective integrated marketing communications plan and professionally communicate it to the appropriate audience.

Individual case study

Assessment Type [1]: Essay
Indicative Time on Task [2]: 22 hours
Due: **Week 13**
Weighting: **40%**

One 2,000-words case analysis on an integrated marketing communications campaign

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 and professionally communicate it to the appropriate audience.

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[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

Please refer to iLearn for details.

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
- 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). 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) 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 Advocacy provides independent advice on MQ policies, procedures, and processes

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.