



MKTG8002

Marketing Communications

Session 1, Online-scheduled-weekday 2023

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Yimin Huang

stephanie.huang@mq.edu.au

Contact via stephanie.huang@mq.edu.au

Room 237, 4ER

2pm-3pm, Monday, or by appointment

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 to analyse firms' marketing communications. Students will develop a marketing communication campaign and communicate marketing communications ideas professionally 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 to analyse firms' marketing communications.

ULO2: Develop a marketing communication campaign.

ULO3: Communicate marketing communications ideas professionally to potential audiences.

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
<u>Practice-based activities</u>	20%	No	Week 3 to Week 12
<u>IMC Campaign Development</u>	50%	No	Week 6 and Week 13
<u>Advertisement Development</u>	30%	No	Week 8

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 19.5 hours

Due: **Week 3 to Week 12**

Weighting: **20%**

Practice-based activities give students the opportunity to work in a group and individually to share their theoretical knowledge on marketing communications methods and experiences.

On successful completion you will be able to:

- Apply marketing communications theories to analyse firms' marketing communications.
- Communicate marketing communications ideas professionally to potential audiences.

IMC Campaign Development

Assessment Type ¹: Project

Indicative Time on Task ²: 33.5 hours

Due: **Week 6 and Week 13**

Weighting: **50%**

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:

- Develop a marketing communication campaign.
- Communicate marketing communications ideas professionally to potential audiences.

Advertisement Development

Assessment Type ¹: Presentation

Indicative Time on Task ²: 25 hours

Due: **Week 8**

Weighting: **30%**

In this individual assessment students develop a creative advertisement to demonstrate critical thinking. Students are required to select one of the choices of product or service offered to them, apply marketing communication theories and design a creative advertisement. Students have to develop a video presenting their process and finished advertisement product. Length: 20 minutes video presentation

On successful completion you will be able to:

- Apply marketing communications theories to analyse firms' marketing communications.
- Communicate marketing communications ideas professionally 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 prerecorded 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](#)
- [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 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.