MKTG8002
Marketing Communications
Session 1, In person-scheduled-weekday, North Ryde 2024
Department of Marketing

Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>2</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>General Assessment Information</td>
<td>3</td>
</tr>
<tr>
<td>Assessment Tasks</td>
<td>3</td>
</tr>
<tr>
<td>Delivery and Resources</td>
<td>5</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>5</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>5</td>
</tr>
</tbody>
</table>

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## General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
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<tbody>
<tr>
<td>Unit Convenor and Lecturer</td>
</tr>
<tr>
<td>Stephanie Huang</td>
</tr>
<tr>
<td><a href="mailto:stephanie.huang@mq.edu.au">stephanie.huang@mq.edu.au</a></td>
</tr>
<tr>
<td>Contact via <a href="mailto:stephanie.huang@mq.edu.au">stephanie.huang@mq.edu.au</a></td>
</tr>
<tr>
<td>Room 707, 4 Eastern Road</td>
</tr>
<tr>
<td>9:30am-10:30am, Monday</td>
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<table>
<thead>
<tr>
<th>Credit points</th>
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<tbody>
<tr>
<td>10</td>
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<table>
<thead>
<tr>
<th>Prerequisites</th>
</tr>
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<tbody>
<tr>
<td>(Admission to MMktg or MCom) and MKTG6096</td>
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</tbody>
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<th>Corequisites</th>
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<th>Co-badged status</th>
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<table>
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<tr>
<th>Unit description</th>
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<tbody>
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<td>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.</td>
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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](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. 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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tr>
<td>Advertisement Development</td>
<td>30%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>IMC Campaign Development</td>
<td>50%</td>
<td>No</td>
<td>Week 6 and Week 13</td>
</tr>
<tr>
<td>Practice-based activities</td>
<td>20%</td>
<td>No</td>
<td>Week 3-Week 13</td>
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</tbody>
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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: 10 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.
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.

Practice-based activities

Assessment Type 1: Participatory task
Indicative Time on Task 2: 19.5 hours
Due: Week 3-Week 13
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.

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 2-hour 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. Please refer to iLearn for details.

**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). 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.

Unit information based on version 2024.03 of the Handbook