



MKTG2004

Integrated Marketing Communications

Session 1, Online-scheduled-weekday 2025

Department of Marketing

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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, Online via Zoom

Credit points

10

Prerequisites

40cp at 1000 level or above including MKTG1001

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 request](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Professional practice: Campaign briefing	30%	No	28/03/2025
Professional practice: Marketing communications campaign	40%	No	16/05/2025
Skills development: Marketing communications	30%	No	06/06/2025

Professional practice: Campaign briefing

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **28/03/2025**

Weighting: **30%**

The purpose of this assessment is for you to conduct the groundwork needed for a successful IMC campaign, helping you master strategic planning across various marketing channels. You will work in teams on researching the background information, market intelligence, potential opportunities and any anticipated challenges of the campaign you are working on. **Skills in**

focus: - Critical thinking - Communication skills **Deliverable:** Written report [max. 2,000 words]
Group assessment

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.

Professional practice: Marketing communications campaign

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **16/05/2025**

Weighting: **40%**

The purpose of this assessment is for you to develop your expertise in designing and presenting Marketing Communications Campaigns aligned with current industry expectations. You will choose a brand, design, develop and present a marketing communication campaign. **Skills in focus:** - Communications skills **Deliverable:** Presentation Individual assessment

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.

Skills development: Marketing communications

Assessment Type ¹: Reflective Writing

Indicative Time on Task ²: 15 hours

Due: **06/06/2025**

Weighting: **30%**

The purpose of this assessment is for you to develop your skills and expertise in Marketing Communications through regular and meaningful engagement with the coursework. You will complete tasks relevant to key topics in the unit and provide a professional reflection on three curated activities and the skills and expertise you developed. **Skills in focus are:** - Critical

Thinking - Reflective practice **Deliverable:** Written reflection [max. 1,500 words] Individual assessment

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.

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 \(https://policies.mq.edu.au\)](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 connect.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 the [Service Connect Portal](#), 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 2025.03 of the [Handbook](#)