



MKTG2004

Integrated Marketing Communications

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Rabiha Hassan

rabiha.hassan@mq.edu.au

Contact via email

Friday 12:00-02:00 p.m online

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 Submission Penalties

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100):

If you score 85/100 but submit **20 hours late**, you will lose **5 marks** and receive **80/100**.

Example 2 (out of 30):

If you score 27/30 but submit **20 hours late**, you will lose **1.5 marks** and receive **25.5/30**.

Extensions

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the [Special Consideration page](#) for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Campaign briefing	30%	No	week 7	Group	No	Open AI
Professional practice: Marketing communications campaign	40%	No	week 11	Individual	No	Open AI
Skills development: Marketing communications	30%	No	06/11/2026	Individual	Yes	Open AI

Professional practice: Campaign briefing

Assessment Type ¹: Professional task

Indicative Time on Task ²: 20 hours

Due: **week 7**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

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:

- Communication skills
- Collaboration skills
- Work readiness
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): 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 task

Indicative Time on Task ²: 20 hours

Due: **week 11**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open AI

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:**

- Communication skills
- Work readiness

- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Presentation [5-7 minute video pitch] 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: Reflection task

Indicative Time on Task ²: 15 hours

Due: **06/11/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

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:

- Critical thinking and problem solving
- Communication skills
- Work readiness

Deliverable(s): 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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

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/>

Academic Success

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

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.02 of the [Handbook](#)