MKTG802
Marketing Communications
S1 Day 2016
Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Lecturer in Marketing, Department of Marketing and Management
Dr. Stephanie Yimin Huang
stephanie.huang@mq.edu.au
Room 450, E4A
2pm-3pm, Thursday

Lawrence Ang
lawrence.ang@mq.edu.au

Credit points
4

Prerequisites
MKTG696

Corequisites

Co-badged status

Unit description
Marketing communications are an integral part of a company's overall marketing mission and play a critical role in determining its success in the market. It accommodates both creative and analytical processes guided by a company's targeting and positioning strategies. This unit aims to provide you with an understanding of the various decisions and principles that marketing managers have to consider when developing communications strategies and action plans. An integrated perspective is adopted for this unit that allows you to analyse, design and evaluate the different roles of advertising, direct marketing, personal selling, public relations, sales promotion and event marketing. Relevant and up-to-date theories, concepts and practices in marketing communications will be provided and discussed in classes.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

1. An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
2. A capacity of identifying and analysing marketing communications problems as well as
devising sound and practical solutions

3. An appreciation of the need to plan marketing communications in a comprehensive and integrated manner

4. Development of the analytical and creative skills necessary to prepare a marketing communications plan

5. An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Critique</td>
<td>30%</td>
<td>Week 3 to Week 10</td>
</tr>
<tr>
<td>IMC Campaign Development</td>
<td>30%</td>
<td>Week 5, 8, 11, 13</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40%</td>
<td>TBD</td>
</tr>
</tbody>
</table>

Advertising Critique

Due: **Week 3 to Week 10**

Weighting: **30%**

This assignment is based on individual work. It brings real-life experiences to the learning about creative evaluation of advertisements, aiming to develop students’ critical, analytical and integrative thinking. Students will be randomly assigned to specific themes and present a rigorous and critical analysis of the advertisements that are chosen by students guided by the themes. Students are expected to develop logical and convincing arguments in regards to what are specific qualities that make this advertisement a good/bad one. Relevant theories/concepts in Marketing Communications may be applied as appropriate frameworks and perspectives in the discussion.

The presentation should be max. 4 minutes long, assisted by Powerpoint slides. Given the time limit, no more than 8 slides are recommended as manageable for the presentation. A hardcopy of the slides MUST be submitted on the presentation day before the presentation starts. A summary report must be submitted in class on the presentation day, which should be max. 2 pages, using single space, Times New Roman and font size 12. This assignment will be assessed on a combined base of presentation (20%) and summary report (10%).

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.
This Assessment Task relates to the following Learning Outcomes:

- An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
- An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms

IMC Campaign Development

Due: **Week 5, 8,11,13**
Weighting: **30%**

The task in this assignment is to prepare a marketing communications plan in response to a brief. To undertake this task students are required to work in a group consisting of approximately 5 members. There are 4 stages of work involved in this project, including reports and a group presentation. A peer review will be conducted at the completion of this project, the result of which will help to determine individual scores for the group project.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following Learning Outcomes:

- An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
- An appreciation of the need to plan marketing communications in a comprehensive and integrated manner
- Development of the analytical and creative skills necessary to prepare a marketing communications plan
- An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms

Final Exam

Due: **TBD**
Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

1. the product belongs to the student and
2. the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period.
This Assessment Task relates to the following Learning Outcomes:

• An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
• A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions

Delivery and Resources

• Number and length of classes: 3 hours’ face-to-face teaching per week for 13 weeks, consisting of lectures and student presentations
• The timetable for classes can be found on the University web site at http://www.timetable.s.mq.edu.au/
• Prescribed Textbook (The prescribed textbook can be purchased from the Macquarie University Co-op Bookshop)
• Recommended Texts
   ◦ Hill, Sam and Glenn Rifkin (1999), Radical Marketing, HarperPerennial
   ◦ Supplementary readings (These readings will be posted on the course website.
• Students should also consult a wide range of journals, such as the following:

<table>
<thead>
<tr>
<th>Newspapers/Magazines</th>
<th>Academic Journals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Review Weekly</td>
<td>Journal of Marketing</td>
</tr>
<tr>
<td>Australian Financial Review</td>
<td>Harvard Business Review</td>
</tr>
<tr>
<td>The Australian (Marketing section)</td>
<td>Journal of Consumer Research</td>
</tr>
<tr>
<td>B&amp;T Magazine</td>
<td>Journal of Advertising</td>
</tr>
<tr>
<td>Advertising News</td>
<td>Journal of Retailing</td>
</tr>
<tr>
<td>Sydney Morning Herald (Business section)</td>
<td>Journal of Marketing Management</td>
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</table>
## Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Readings</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Part I Overview of Marketing Communications</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 (3rd Mar)</td>
<td>Introduction to the course</td>
<td>Chapter 1, Textbook</td>
<td>Breaking the ice</td>
</tr>
<tr>
<td></td>
<td>Introduction to Marketing Communications: its role in business, challenges and decisions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 (10th Mar)</td>
<td>How to gain consumer insights?</td>
<td>Chapter 2, Textbook; Supplementary readings</td>
<td>Grouping</td>
</tr>
<tr>
<td></td>
<td>IMC campaign brief for the group project</td>
<td></td>
<td>IMC campaign brief for the group project</td>
</tr>
<tr>
<td></td>
<td>Briefing on Advertising Critique; Allocation of themes for Advertising Critique;</td>
<td></td>
<td>Allocation of themes for Advertising Critique;</td>
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<tr>
<td></td>
<td>Part II Planning Marketing Communications Campaigns</td>
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<tr>
<td>3 (17th Mar)</td>
<td>How to plan an IMC campaign: Positioning strategies for building brand equity</td>
<td>Chapters 3, 13, Textbook</td>
<td>Individual presentation on Advertising Critique (advertising for FMCG)</td>
</tr>
<tr>
<td></td>
<td>Part III Marketing Communications Tools and Evaluations</td>
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<td></td>
</tr>
<tr>
<td>4 (24th Mar)</td>
<td>What to consider for an advertising campaign I: Media strategies in advertising</td>
<td>Chapters 4, 5, Textbook</td>
<td>Individual presentation on Advertising Critique (advertising in business-to-business marketing)</td>
</tr>
</tbody>
</table>

Course materials, including lecture notes, supplementary readings, project briefs and course-related announcements, are available on iLearn at [http://learn.mq.edu.au](http://learn.mq.edu.au).
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Chapters/Readings</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 (31\textsuperscript{st} Mar)</td>
<td>What to consider for an advertising campaign II: Creative strategies in advertising</td>
<td>Chapters 6,7, Textbook</td>
<td>Individual presentation on Advertising Critique (application of appeals of humor, fear and sex in advertising)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Individual presentation on Advertising Critique</td>
<td>Submission of \textit{Stage One report} of major group project</td>
</tr>
<tr>
<td>6 (7\textsuperscript{th} Apr)</td>
<td>How about direct marketing, personal selling and sales promotion?</td>
<td>Chapters 10,11, Textbook</td>
<td>Individual presentation on Advertising Critique (creativity in advertising)</td>
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<td></td>
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<td>Feedback to Stage One Report</td>
<td>If applicable</td>
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<td>\textit{Briefing} on Stage Two Report</td>
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<td></td>
<td>Mid-Semester Break (11\textsuperscript{th} April--22\textsuperscript{nd} April)</td>
<td></td>
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<tr>
<td>7 (28\textsuperscript{th} Apr)</td>
<td>How about public relations, sponsorship and event marketing?</td>
<td>Chapter 9 Supplementary Readings</td>
<td>Individual presentation on Advertising Critique (advertising surrounding event sponsorship)</td>
</tr>
<tr>
<td>8 (5\textsuperscript{th} May)</td>
<td>Alternative marketing</td>
<td>Chapter 8, Textbook</td>
<td>Individual presentation on Advertising Critique (use of celebrity)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Supplementary readings</td>
<td>Submission of \textit{Stage Two report} of major group project</td>
</tr>
<tr>
<td>9 (12\textsuperscript{th} May)</td>
<td>Marketing Communications campaign evaluation</td>
<td>Chapter 12, Textbook</td>
<td>Individual presentation on Advertising Critique (advertising for social marketing)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Feedback to Stage Two Report</td>
<td>If applicable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>\textit{Briefing} on Stage Three Presentation of major group project</td>
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<td></td>
<td>Part IV Special Topics in Marketing Communications</td>
<td></td>
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</tr>
<tr>
<td>10 (19\textsuperscript{th} May)</td>
<td>Opportunities and challenges of New Media</td>
<td>Supplementary readings</td>
<td>Individual presentation on Advertising Critique (advertising with new media)</td>
</tr>
<tr>
<td></td>
<td>Part V Group Presentations</td>
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</tbody>
</table>
Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

**Student Code of Conduct**

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student_conduct/](https://students.mq.edu.au/support/student_conduct/)

**Results**

Results shown in iLearn, 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](http://ask.mq.edu.au).
Student Support

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](http://students.mq.edu.au/support/)

Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Enquiry Service

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

Equity Support

Students with a disability are encouraged to contact the [Disability Service](http://stu) who can provide appropriate help with any issues that arise during their studies.

IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/](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](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
- An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms
Assessment tasks

• Advertising Critique
• Final Exam

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

• A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions
• Development of the analytical and creative skills necessary to prepare a marketing communications plan

Assessment tasks

• Advertising Critique
• Final Exam

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

• A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions
• An appreciation of the need to plan marketing communications in a comprehensive and integrated manner

Assessment task

• IMC Campaign Development
Research and Practice, Global Contexts and Sustainability

Research papers and journal articles will be included in the class discussion, together with business cases. Students will be exposed to a combination of theories and practices throughout the learning in the unit.