



MKTG702

Marketing Communications

S2 Evening 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

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450, E4A

3pm-4pm, Thursday

Credit points

4

Prerequisites

Admission to MRes

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' knowledge of the principles and practices that marketers have to consider when developing marketing communications plans. Students will learn how to analyse, design and evaluate different marketing communications for different target audiences. The unit focuses developing students' knowledge of the design and execution of research-based, audience-focused, results-driven 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:

To explain and evaluate the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends.

To identify and analyse marketing communications problems.

To use the analytical and creative skills necessary to prepare a marketing

communications plan

To explain the components of the marketing communications campaign in both oral and written forms.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Advertising Critique</u>	20%	No	Week 3 and on
<u>IMC Campaign Development</u>	40%	No	Week 4, 7,10,12 and 13
<u>Essay</u>	40%	No	Week 15

Advertising Critique

Due: **Week 3 and on**

Weighting: **20%**

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 assisted by Powerpoint slides. Given the time limit, no more than 5 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 (15%) and summary report (5%). Summary reports should be submitted via Turnitin in iLearn.

Marking criteria for this assignment will be available on iLearn.

No late submission is allowed unless a special consideration is granted for this assignment.

On successful completion you will be able to:

- To explain and evaluate the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends.
- To identify and analyse marketing communications problems.
- To use the analytical and creative skills necessary to prepare a marketing

communications plan

- To explain the components of the marketing communications campaign in both oral and written forms.

IMC Campaign Development

Due: **Week 4, 7,10,12 and 13**

Weighting: **40%**

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. Detailed project brief will be provided as a separate document available on iLearn. 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.

50% of this group project will be assessed individually. Stage 1 report on targeting strategy (10%) and stage 3 report (10%) on creative strategy will be completed as individual tasks. Marking criteria for this assignment will be available on iLearn.

No extensions will be granted. Late submission of reports will be subject to 10% off every 24 hours except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- To identify and analyse marketing communications problems.
- To use the analytical and creative skills necessary to prepare a marketing communications plan
- To explain the components of the marketing communications campaign in both oral and written forms.

Essay

Due: **Week 15**

Weighting: **40%**

The task in this assignment requires students to conduct extensive literature review to identify a research topic in the field of marketing communications that is worth further potential research. Students are encouraged to develop their own reference list, as guided by the course materials and supplementary readings, to develop critical thinking and conduct literature analysis. A 2,000-word essay is required to be submitted in Week 15 via Turnitin.

No extensions will be granted. Late submission of reports will be subject to 10% off every 24 hours except for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- To explain and evaluate the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends.
- To use the analytical and creative skills necessary to prepare a marketing communications plan

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.timetables.mq.edu.au/>.

Prescribed Textbook (The prescribed textbook can be purchased from the Macquarie University Co-op Bookshop):

Ang, Lawrence (2014), Principles of Integrated Marketing Communications, Cambridge University Press

Recommended Texts

- Hill, Sam and Glenn Rifkin (1999), Radical Marketing, HarperPerennial
- Bedbury, Scott and Stephen Fenichell (2002), A New Brand World: 8 Principles for Achieving Brand Leadership in the 21st Century, Penguin Group
- Kim, Chan and Renee Mauborgne (2005), Blue Ocean Strategy, Harvard Business School Press

Supplementary readings: These readings will be posted on the course website.

Unit Webpage Course materials, including lecture notes, supplementary readings, project briefs and course related announcements, are available on iLearn at <http://ilearn.mq.edu.au>.

Unit Schedule

Week	Lecture	Readings	Tutorial
Part I Overview of Marketing Communications			
1	Introduction to the course Introduction to Marketing Communications: its role in business, challenges and decisions	Chapter 1, Textbook	Breaking the ice

2	How to gain consumer insights?	Chapter 2, Textbook; Supplementary readings	Grouping IMC campaign brief for the group project Briefing on Advertising Critique; Allocation of themes for Advertising Critique;
Part II Planning Marketing Communications Campaigns			
3	How to plan an IMC campaign: Positioning strategies for building brand equity	Chapters 3, 13, Textbook	Individual presentation on Advertising Critique
Part III Marketing Communications Tools and Evaluations			
4	What to consider for an advertising campaign I: Media strategies in advertising	Chapters 4, 5, Textbook	Individual presentation on Advertising Critique Submission of Stage 1 report of major group project
5	What to consider for an advertising campaign II: Creative strategies in advertising	Chapters 6,7, Textbook	Individual presentation on Advertising Critique Feedback to Stage 1 Report Briefing on Stage 2 Report
6	How about direct marketing, personal selling and sales promotion?	Chapters 10,11, Textbook	Individual presentation on Advertising Critique
7	How about public relations, sponsorship and event marketing?	Chapter 9, Textbook Supplementary Readings	Individual presentation on Advertising Critique Submission of Stage 2 report
Mid-Semester Break			
8	Public Holiday. No Lecture this week.		

9	Alternative marketing	Chapter 8, Textbook	Feedback to Stage 2 Report Briefing on Stage 3 Report and Presentation
10	Marketing Communications campaign evaluation	Chapters 12, Textbook Supplementary readings	Individual presentation on Advertising Critique (advertising for social marketing) Submission of Stage 3 Report (individual)
Part IV Special Topics in Marketing Communications			
11	Opportunities and challenges of New Media	Supplementary readings	Individual presentation on Advertising Critique (advertising with new media) Feedback to Stage 3 report Briefing on Stage 4 Report
Part V Group Presentations			
12	Group Presentation on IMC Project (Stage 3)		
Part VI Course Review			
13	Course Review Briefing on the final exam		Submission of Final Report of the group project

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)

- [Special Consideration Policy](#) (**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (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 Services and Support

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

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

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.

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

- To explain and evaluate the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends.
- To explain the components of the marketing communications campaign in both oral and written forms.

Assessment tasks

- Advertising Critique
- Essay

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

- To identify and analyse marketing communications problems.
- To use the analytical and creative skills necessary to prepare a marketing communications plan
- To explain the components of the marketing communications campaign in both oral and written forms.

Assessment tasks

- Advertising Critique
- IMC Campaign Development
- Essay

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

- To identify and analyse marketing communications problems.
- To use the analytical and creative skills necessary to prepare a marketing communications plan

Assessment task

- IMC Campaign Development

Satisfactory Completion of Unit

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.