



**International College of Management Sydney**

In association with



**MACQUARIE  
UNIVERSITY**

**FACULTY OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF BUSINESS**

**Media Management**  
**ICMS821**

**UNIT OUTLINE**  
**Semester 1 - 2010**

*Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit.*

**Lecturer:**

**Kevin Reid**

## ABOUT THIS UNIT

There are many terms used to describe the widespread and exciting field of marketing communication activities. Media management has become a vital part of strategic planning and encompasses the escalating array of communications that are essential if a firm is to succeed in new ventures and be sustainable in old markets. Markets need to be managed well and relevant target audiences carefully defined if communications are to be successful. The Internet and fragmentation of the media pose challenges to the marketing manager and this unit highlights the many facets of media management with integrated communication & international perspectives. All of the promotional elements of the marketing mix involve communications between an organisation and its target audiences and all depend on good media management practices which ultimately affect the marketing performance.

Students must have completed, at least, a Marketing Fundamentals course since a clear understanding and knowledge of basic marketing concepts is required in order to follow class discussions.

The overall aim of this unit is to examine strategic marketing so as to fit the media to the market. The topics of planning, analysing and implementing the marketing communications process add depth to the drive for integrated marketing communications, encompassing the audience and environment, measurement and the media.

Credit Points:4

## TEACHING STAFF

Kevin Reid.

Email: [kreid@icms.edu.au](mailto:kreid@icms.edu.au)

## CLASSES

12 x 3 hour lecture/tutorials.

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Prescribed textbook:

*Marketing and Advertising Using Google (2007).ISBN: 1-426-62737-8.*

This book is available electronically on the ICMS821 unit web page at <http://learn.mq.edu.au>.

### Recommended texts and readings:

Assignment readings are available on the MQ Blackboard site and Google competition requirements at <http://www.google.com/onlinechallenge>

For further reading, you can borrow some books from the ICMS library (some in the Reserve Area) or use inter-library loans. Additionally, some handouts will be distributed in class.

- Clow, K. E. and Baack, D *Integrated Advertising, Promotion, and Marketing Communication*, 4th Ed.(2010) Pearson Prentice Hall. NJ
- Belch, G and Belch M *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 8th Ed. (2009): McGraw-Hill
- Chitty, W, Barker, N & Shimp,T. *Integrated Marketing Communications*, 2<sup>nd</sup> Ed (2008) Cengage Learning Australia
- Kitchen, P. J. *Marketing Communications: Principles and Practice*, (1999) London, GB, Thomson.
- John R Rossiter and Steven Belman. *Marketing Communications*. (2005) Pearson Prentice Hall Sydney
- Luntz, Frank I *Words that Work: it's not what you say, it's what people hear*. 1<sup>st</sup> Ed. (2007) Hyperion Books New York
- McGuire, Russell *The Power of Mobility: how your business can compete* 1st Ed. (2007) John Wiley & Sons New Jersey
- Singh, Shiv *Social Media Marketing for Dummies* (2009) Wiley
- Sostre,P & LeClaire, J *Web Analytics For Dummies* (2007) Wiley

Some industry journals are available in the Pollard Resource Centre at Manly, and some are available on sale at newsagents; e.g.

- Ad News
- B & T Weekly
- International Journal of Advertising
- "Media and Marketing" The Australian, Monday editions
- "Media and Marketing" Sydney Morning Herald, Friday editions

The following websites are also useful sources of information:

- Australian Bureau of Statistics [www.abs.gov.au](http://www.abs.gov.au)
- Australian Trade Commission [www.austrade.gov.au](http://www.austrade.gov.au)
- Australian Marketing Institute [www.ami.org.au](http://www.ami.org.au)
- Alta Vista's translation service [www.babelfish.altavista.com](http://www.babelfish.altavista.com)
- B & T Weekly [www.bandt.com.au](http://www.bandt.com.au)
- Business Week [www.businessweek.com/1999/99\\_07/b3616001.htm](http://www.businessweek.com/1999/99_07/b3616001.htm)
- Countries and Regions [www.state.gov/countries](http://www.state.gov/countries)
- e-Commerce – [www.ebay.com](http://www.ebay.com);  
[www.zazzle.com/welcome/first\\_time\\_visitors/default.asp](http://www.zazzle.com/welcome/first_time_visitors/default.asp)
- Market Research Society of Australia [www.mrsa.com.au](http://www.mrsa.com.au)
- Telemarketing counterscript [www.xs4all.nl/~egbg/counterscript.html](http://www.xs4all.nl/~egbg/counterscript.html)
- Viral marketing [www.planettribes.com/allyourbase/](http://www.planettribes.com/allyourbase/)

#### UNIT WEB PAGE

Blackboard - <http://learn.mq.edu.au>

## LEARNING OUTCOMES

*The Macquarie experience is designed to lead students to a career in the city and a place in the world. It encourages life-long learning and links teaching to cutting-edge research.*

*Macquarie seeks to develop generic skills for students, building flexible outcomes for life and for the workplace over a life's career. These skills include:*

- *foundation skills of literacy, numeracy and information technology;*
- *self-awareness and interpersonal skills, such as the capacity for self-management, collaboration and leadership;*
- *communication skills for effective presentation and cultural understanding;*
- *critical analysis skills to evaluate, synthesise and judge;*
- *problem-solving skills to apply and adapt knowledge to the real world; and*
- *creative thinking skills to imagine, invent and discover.*

Source: Macquarie University Handbook

The learning outcomes of this unit are:

- Understanding IMC principles and practices
- Explaining communications theories and research
- Applying E-commerce and CRM principles
- Using public relations as an IMC tool
- Devising communications strategies
- Understanding media planning and buying considerations
- Evaluating communications strategies

## TEACHING AND LEARNING STRATEGY

This unit is lecture and tutorial-based. Typically, class-time structure is as follows:

<b>Hour</b>	<b>Type</b>	<b>Activity</b>
1 <sup>st</sup>	<b>Lecture</b>	<ul style="list-style-type: none"> <li>▪ Brief discussion of questions you might have</li> <li>▪ Discussion of the current lecture's topics</li> <li>▪ Short break</li> </ul>
2 <sup>nd</sup>	<b>Lecture</b>	<ul style="list-style-type: none"> <li>▪ Continuation of discussion of the current lecture's topics</li> <li>▪ Answering questions you might have</li> <li>▪ Short break</li> </ul>
3 <sup>rd</sup>	<b>Tutorial</b>	<ul style="list-style-type: none"> <li>▪ Possibly a guest speaker (Two planned for this semester)</li> <li>▪ Case study relevant to the assigned topic.</li> <li>▪ Discussion of case, by student teams and lecturer</li> <li>▪ Closing comments</li> </ul>

During lectures, integrated marketing communications theory and practices will be discussed. During tutorials, students will be presented with real-world and dramatised cases. The class discussion will be team based and collaborative with a focus on a thorough analysis of the situation, applying theory to the case, evaluating possible options and recommending a realistic and promising solution.

The lecture notes will be posted on <http://learn.mq.edu.au> (MQ Blackboard CE6). For your own convenience it is recommended to print hardcopies of the respective notes when coming to class. The recording (video or tape) of lectures or tutorials is *not* permitted. If you miss a class/tutorial, ask a colleague for her/his notes.

**ICMS821 Lecture and Tutorial Outline  
Semester 1, 2010 – Wednesday Class**

<b>Week</b>	<b>Date</b>	<b>Lecture</b>	<b>Tutorial</b>
1	24 Feb	Introduction to IMC Principles and semester Overview.	Team Formation
2	3 Mar	Communications Theory and Research	1 <sup>st</sup> Assignment briefing
3	10 Mar	E-Commerce and Relationship Marketing	Guest speaker
4	17 Mar	Public Relations & Marketing	Case Study video
5	24 Mar	Current IMC Industry Practice	Case Study Activity
6	31 Mar	Communications Strategy Development	Strategy Presentations
		<b><i>Mid Semester Break</i></b>	
		<b><i>(5 Apr – 18 Apr)</i></b>	
7	21 Apr.	IMC for Entrepreneurs and Not for Profit	Case Workshop
8	28 Apr	Professional Practice Activities	Guest Speaker
9	05 May	Media Planning and Buying	Planning Case Study
10	12 May	International Brands and IMC	International Case Study
11	19 May	Devising communications strategies	Case Presentations
12	26 May	Review of Semester Topics <i>(Lecturer Evaluation → Official Student Feedback)</i>	Questions + Answers
13	02 Jun	<i>Final Test (2.5 hours)</i>	

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

- 
- The Assessment tasks are centred on class groups competing in the world-wide *Google Online Marketing Challenge*. i.e working in groups to develop an on line marketing campaign for a small to medium business.
- 
- These practical tasks provide an accelerated learning of the principles and practice of contemporary Integrated Marketing Communications.
- 

The assessment components of this unit are as follows:

Piece	Issue Date	Submission Date	Weighting	Assessment Type
1	Week 2	Week 6	20%	Group Reports and Campaign Strategy
2	Week 6	Week 11	30%	Group Client Post Campaign Reports
3	Week 13	Week 13	40%	Final Test
Various		On-going	10%	Individual contribution to class debate/discussion
Submission Details		Submit: 1 & 2 To K Reid and to Google		
Return Details		Reports returned by: K Reid at the next class session.		

All students are required to complete any assigned readings; prepare for and attend all classes (i.e. class attendance and participation is compulsory); participate in class discussions; complete assignments and the final test.

80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course.

**To Pass:** Besides having to pass this unit *overall* (i.e. achieving a final mark of minimum 50 out of 100 points), students should also pass the final test in order to pass the unit.

*No correspondence* will be entered into directly with any student regarding *academic performance*, i.e. marks/grades of assignments, or final exams. *Please also note that emails will not be replied to after the exam period.* Students wishing to appeal their grade must do so through the authorised University channel.

The only time marks can be changed is due to an error in adding up. As this is done automatically through an MQ spread-sheet, it is most unlikely that this situation will arise.

## **Assessment Task1: Google Challenge Pre Campaign Strategy Report**

Your class has been entered in the *Google Online Marketing Challenge*.

Your task, working in groups, is to develop an on line marketing campaign for a small to medium business which does not yet have an AdWords account. The reports you produce will be submitted to your lecturer and to Google. The best team in the region will win a trip to Google HQ (with their lecturer!)

More details will follow next week but you will need to follow this timeline:

1. Form a team group and Nominate a team captain.  
Your lecturer will give you up-dated instructions from Google and the student guide [http://www.google.com/onlinechallenge/student\\_guide.pdf](http://www.google.com/onlinechallenge/student_guide.pdf) outlines the next steps, but you need to choose a team captain to begin the process.
2. Select a Business to work with.  
Your team must agree with your lecturer on the business you will be working with, who must not be a current or recent AdWords account. You will need to present the business with a copy of the letter to Businesses (on page 15 of the guide) and have them verbally agree to work with you.
3. Meet with your business and write your Pre-Campaign Strategy.  
To be successful in the Challenge, you will need to understand what the business does and what it hopes to achieve from online marketing? Allocate time to meet with them, write your Pre-Campaign Strategy and submit it to your lecturer and Google before you start your campaign.
4. Present your Strategy to your peers and your lecturer in a class presentation in Week 6, March 31<sup>st</sup>.

## **Assessment Task 2: Campaign and Summary Report**

1. Set up your AdWords account and begin your campaign. Once you receive your US\$200 account access, you should review the guide to *Running Your AdWords Account* for details on how to structure your account. Your campaign must run for three consecutive weeks between **Monday the 19th of April and Sunday the 9th of May**. Over these three weeks your team will check the results, run reports and optimize the campaign.
2. Write and Present your Post-Campaign Summary.  
Within three weeks after your campaign has ended, your team will write and submit a Campaign Summary to your lecturer and Google. You will present your campaign results in-class presentations May 19<sup>th</sup>, Wk 11.. The report must be submitted to Google before their deadline June 04, 2010, but is due to Kevin Reid by Week 12, i.e. May 26<sup>th</sup>.

3. Submit your recommendations to your selected business. Once your campaign is over and your reports are complete, make sure you submit your recommendations to your selected business. If you and the business believe Google AdWords is right for them, they should send an email to: [onlinechallengebusiness@google.com](mailto:onlinechallengebusiness@google.com) requesting that they would like to begin their own AdWords campaign in line with your recommendations.

*Note:*

- In order to be eligible to win the Challenge, all student teams MUST submit both the Pre-Campaign Strategy and Post-Campaign Summary reports. The Pre-Campaign Strategy should be submitted to your lecturer and to Google before the team starts their campaign.
- The Post-Campaign Summary should be submitted to your lecturer and to Google within 3 weeks after the campaign has ended and must be with Google before the published deadline date June 04, 2010.
- The reports should be uploaded in one of the following formats - Word Document (.doc), PDF (.pdf) or Rich Text Format (.rtf)

## TEST

### **Assessment Task 3: The Test**

The test will be closed book and of two and a half hours duration, conducted on the Manly Campus **Wednesday 02 June**.

It will be in the form of a series of short answer questions and case studies designed to test understanding of the underlying principles and their application in real world situations with respect to the unit's learning outcomes.

The only exception to not sitting exams and tests at the designated time is because of documented illness or unavoidable disruption.

In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at

<http://www.reg.mq.edu.au/Forms/APSCon.pdf>

You are advised that it is Macquarie University policy NOT To set early or delayed exams or tests for individuals or groups of students. All students are expected to ensure that they are available until the end of the semester; that is the final day of the official University examination period, and can attend tests or exams at designated times and places.



## PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Postgraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

## UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

## GRADE DEFINITIONS

HD	High Distinction 85-100%	Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.
D	Distinction 75-84%	Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.
Cr	Credit 65-74%	Denotes performance which is substantially better than would normally be expected of competent students in the unit.
P	Pass 50-64%	Denotes performance which satisfies unit objectives.
PC	Pass Conceded 45-49%	Denotes performance which meets unit objectives only marginally.
F	Fail 0-44%	Denotes that a candidate has failed to complete a unit satisfactorily.
FA	Fail Absent 0-44%	Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination
W	Withdrawn	No grade as student withdrew with permission prior to final examination
I	Incomplete	Grade yet to be determined as all assessment tasks have not yet been completed
IS	Incomplete Supplementary	Supplementary examination approved and yet to be completed

## STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can accessed at <http://www.student.mq.edu.au>