



International College of Management Sydney

In association with

**Macquarie University
Division of Economic and Financial Studies
Graduate Accounting and Commerce Centre**

**Media Management
ICMS 821**

**Unit Outline
Semester 1 - 2007**

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

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1) Introduction

Welcome to the integrated communication world of Media Management!

This unit will background communication theory which underpins contemporary practice in integrated marketing communications. We will illustrate the concepts with real-world cases and the occasional visiting lecturer, so our focus will be on understanding theory through observing practice. Through this process, you will learn that corporations both small and large, governments and public organisations, including not for profit organisations, can communicate with their various publics and achieve consistent results when conducting business, by the application of consistent communication through all forms of media, managed with strategic intent.

It is not the intent of this unit to produce a new generation of Rupert Murdoch or Ted Turner style 'Media Barons'. Rather, the lectures and tutorials are intended to help you become *critical* and *informed users of media* for you or your organisation's purposes. You will benefit from this subject by thinking critically about the concepts and various factors discussed in lectures/tutorials when you read some of the listed business journals and newspapers. It is also the intention of this unit to improve students' ability to present ideas persuasively, to practice use of some industry-standard software and to work cooperatively in team situations. Should you experience a problem or be concerned with your progress, please consult with the lecturer.

2) Unit Objectives

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 sound media management practices as all these activities affect the marketing performance.

The overall aim of the unit is to examine options for integrated marketing communications so as to fit media tactics to marketing strategies.

3) Unit Approach

This unit is lecture and tutorial-based. Typically, the class-time structure will be as follows¹:

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

- 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://blackboard.icms.edu.au> on a weekly basis. For your own convenience it is recommended to print hardcopies of the respective notes *before* 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.

4) Unit Time and Location

Monday Afternoon Class (Manly)

- **Lectures** will run from 2.00pm to 4.00pm at ICMS.
- **Tutorials** will run from 4.00pm to 5.00pm at ICMS.

The lecture and tutorial times may not always be run strictly to these hours. So please be prepared for the fact that in some weeks, the tutorials may start early. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

5) Subject Pre-requisite and Assessments

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 assessment components of this unit are as follows:

Piece	Issue Date	Submission Date	Weighting	Assessment Type
1	Week 1	Week 6	20%	Group Reports and Presentations
2	Week 7	Week 11	20%	Group Client Pitch Presentations
3	Week 13	Week 13	50%	Final exam
Various		On-going	10%	Individual contribution to class debate/discussion
Submission Details Return Details		Submit: 1 & 2 To K Reid Reports returned by: K Reid		

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

- 80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course.
- **Critical Pass:** Besides having to pass this unit *overall* (i.e. achieving a final mark of minimum 50 out of 100 points), students must also pass the final exam in order to pass this unit. Hence students must achieve a minimum of 25 out of 50 maximal points for the final exam (regardless of the mark achieved for the other assignments). Students failing to meet this requirement will be awarded an F grade and will be required to repeat the unit. Furthermore, they will be given a final mark commensurate with their final exam in percentage of the critical pass mark of 50. In other words, their final mark will be the mark achieved in the final exam only in percentage of the critical pass, and will then not include the case study and pitch presentation assignment mark.
- please avoid this situation *yourself* by studying *hard* - be prepared for the classes and also study on a *regular basis throughout the semester* in order to be well prepared for the final examination.
- *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 final exam.* 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 a spread-sheet, it is highly unlikely that this situation will ever arise.

6). Assessment Task1: Group Report and Presentation:

Self-selected groups of 2-4 students are to research an organization of their choice, using material in the public domain, i.e. published, contemporary material. In limiting research to publicly available material (desk research/ secondary sources), the objective is to demonstrate to students the wealth of available information, if one only knows how and where to look.

Using the IMC Plan Pro software, which accompanies the Clow and Baack text, students are to develop an integrated marketing communications plan in the format of the sample plans provided with Pro Plan.

This includes an in-depth Analysis of the Opportunity, the Target Market, the Competitors, and a Forecast of activity.

The Strategy section of the report should be detailed as per the relevant Pro Plan examples, and should include Corporate Strategy, Corporate Image, Brand Development and Positioning, Distribution and Business to Business strategies, and Evaluation strategies.

The Integrated Marketing Communication Plan component of the report should include IMC management, Objectives, Budget estimates and Agency selection.

Finally the IMC objectives should be specified for the Consumer and the Distribution channel partners and/or B2B markets.

The primary focus of the project should be on demonstrating how enterprises create value through innovative use of media communications.

Reports of *about 4,000* words (excluding Appendices and References) should be prepared to business standards. i.e. suitable for submission to a senior management committee. The word count is a guide only as this report is to simulate a business report which may not be convincing if too short but may be disregarded if too long. Credibility will be gained if all sources are acknowledged, both within the document and the bibliographic list of references.

Reports must comply with the Submission Guidelines and should use the Pro Plan structure as a check list of inclusions. Using a commercial software package to retrospectively produce an Integrated Marketing Communication Plan for an existing product or organisation provides an opportunity to practice real-world skills in a relatively risk free environment.

Where direct quotations are unavoidable, they must be fully acknowledged.

Diagrams and tables, should be the original work of the syndicate and not merely copied from source articles, but copies must be acknowledged!

Reports should be interesting and informative, providing useful insights for practicing or potential media managers. Written submission is worth 60% of Assignment One marks.

Student groups will be expected to present their findings in a class presentation to their peers, to the standard of a board room presentation, and be able to

answer questions and defend their analysis and strategies. Copies of one or two pages summarising the case presented should be provided as a class handout. The Presentation is worth 40% of the available marks for Assignment One.

7) Assessment Task 2. Client Pitch Presentation and Report:

Lecturer directed and selected groups of 2-4 students are to develop a campaign for a nominated public organization.

With the IMC Plan Pro software as source of reference, and other relevant materials, groups are to develop an integrated marketing communications plan for the client and a 'pitch' presentation in the manner of an agency seeking the client's account.

This should, as in the first assignment, include an in-depth Analysis of the Opportunity, the Target Market, the Competitors, and a Forecast of activity.

The Strategy section of the report should include Corporate Strategy, Corporate Image, Brand Development and Positioning, Distribution and Business to Business strategies, and Evaluation measures.

The IMC objectives should be specified for the Consumer and any distribution channel partners and B2B markets.

The primary focus of the pitch presentation should be innovative use of media communications demonstrating how the organization can compete and succeed.

Reports of around 3,000 words (plus visuals and references) should be prepared to business standards. i.e. suitable for submission to the board of the organization and should include an electronic copy. All sources must be acknowledged in referencing, in the document and the bibliographic list of references. The report and presentation contribute equally to marks awarded for Assignment 2.

This assignment provides the opportunity to practice professional skills in developing a campaign pitch for an Australian and international organization. The client will take the winning submission forward and acknowledge the campaign's origins.

8) Assessment Task 3 The Examination

The examination will be closed book and of three hours duration, conducted on the Manly Campus 04 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. Note that you must pass the examination to pass overall.

9) Textbook and related materials

Required textbook

Clow, K. E. and Baack, D (2004) *Integrated Advertising, Promotion, and Marketing Communications with bundled IMC PlanPro software*, 2nd Ed. Pearson Prentice Hall. New Jersey

The textbook will be available from the Pollard Resource Centre at ICMS Manly.

Additional IMC readings

You do *not* need to buy these books. Should you wish to conduct further reading, you can try to borrow the books from the library (some may be in the Reserve Area) or use inter-library loans. Additionally, some handouts will be distributed in class.

George E. Belch and Michael A. Belch (2003) *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 6th Ed. U.S.A.: McGraw-Hill

Kitchen, P. J. (1999) *Marketing Communications: Principles and Practice*, London, GB, Thomson.

John R Rossiter and Steven Belman.(2005) *Marketing Communications*. Pearson PrenticeHall Sydney

Industry Journals such as those listed below can prove current and relevant in this field. A selection are available in the Pollard Resource Centre at Manly, and some are also available on sale at newsagents; ;

Ad News
 B & T Weekly
 International Journal of Advertising
 “The Message” Sydney Morning Herald, Thursday editions
 “Media and Marketing” The Australian, Thursday editions

Websites

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

10) Teaching Staff

Lecturer	Kevin Reid	▪ Email: kreid@icms.edu.au
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11) Cheating and 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 here: <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 unit, and/or referral to the University Discipline Committee.

12) 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 performance 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. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students.

13) Student Support Services

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

14) Dress Code for students at the International Campus in Manly

The International College of Management Sydney is a leading educator in hotel management, tourism and associated service industries. To encourage a spirit of excellence in personal appearance as part of our education program, preparing graduates for careers in service industries, the College expects all staff and students to conform to a professional level of dress while on College premises.

The College has a mandatory dress code for all its undergraduate students which Masters students are asked to respect. Below is the dress code that currently applies:

Female acceptable	Male acceptable
<ul style="list-style-type: none"> - Coordinated business suit - Skirts knee length and below - Make up simple and natural - Panty hose are not compulsory but recommended - Boots only with business pants - Business like shoes - Business skirt or pants with shirt or high neck long sleeve top - Jumpers and vests over shirt/top 	<ul style="list-style-type: none"> - Business suit - Business pants with shirt or high neck long sleeve top - Polo neck tops - Conventional haircut above the collar - Long hair in one ponytail - Trimmed and clean beards or moustaches - Business like shoes preferred however ankle boots permitted - Jumpers and vests over shirt/top
Female not acceptable	Male not acceptable
<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings or studs apart from on ear lobes - Visible tattoos - T-shirts - Revealing necklines - Extreme hair colours or styles - Stirrup pants - Midriff tops 	<ul style="list-style-type: none"> - Any denim - Open toe, platform or sports shoes - Wearing visible earrings, studs, necklaces or bracelets - Visible tattoos - T-shirts - Extreme hair colours or styles - Rings on thumb or index finger

All students taking MIB and MCom units at the International Campus are expected to abide by the dress code while attending classes or elsewhere on the Campus, including the computer laboratories or the Courtyard Café. Please note that the Pollard Resource Centre (Library) is free of dress rules.

Students who do not respect the dress code may be asked to leave the campus.

The College reserves the right to determine whether specific items of dress are within the code or not.

Thank you for being part of our great College community. Not just an education! An experience!

ICMS821 Lecture and Tutorial Outline
Semester 1, 2007 – Monday Class

Week	Date	Lecture	Chapter(s)	Tutorial
1	26 Feb	Introduction to IMC Principles and semester Overview.	C&B 1,2,6	None
2	5 Mar	Current IMC Industry Practice	C&B 5,8,9	Team Formation 1st Assignment briefing
3	12 Mar	Communications Theory and Research	C&B 3,7 K 9, 10	Case Study Activity
4	19 Mar	Public Relations & Marketing	C&B 13 K 20	Case Study video Presentation
5	26 Mar	E-Commerce and Relationship Marketing	C&B 12, 14	Guest speaker
6	2 Apr	Analysing Communications Strategies	Case studies	Case Study Analysis Team Presentations
		<i>Mid Semester Break (09 Apr – 22 Apr)</i>		
		<i>Mid Semester Break (09 Apr – 22 Apr)</i>		
7	23 Apr	Professional Practice Activities	C&B 10,11	Guest Speaker Pitch Presentation Briefing
8	30 Apr	Media Planning and Buying	C&B 9,16	Planning Case Study
9	07 May	International Brands and IMC	C&B 1,2,9	International Case Study
10	14 May	Measurements of Success	C&B 15,16	SME/NFP Case Study
11	21 May	Devising communications strategies	14 & 15	Case Pitch Presentations
12	28 May	Review of Semester Topics <i>(Blackboard Evaluation → Official Student Feedback)</i>	C&B all	None
13	04 Jun	Final exam <i>All questions to be answered within 3hours</i>		None