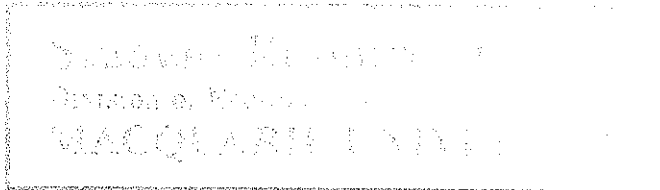




**College of Commerce
Division of Economic and Financial Studies
Business Department**



BBA303: MARKETING COMMUNICATIONS

Unit Outline 2004

Lecturer: Prof. Robert G. (Bob) Miller

Co-ordinator: Julian de Meyrick

Time: Lecture Friday 1:00pm-3:00pm
Tutorial Friday 3:00pm-4:00pm

Location: W5A T1

**MACQUARIE UNIVERSITY
DIVISION OF ECONOMIC AND FINANCIAL STUDIES
BUSINESS DEPARTMENT**

BBA303 - MARKETING COMMUNICATIONS

Course Introduction

Marketing communications embraces an entire range of activities, media and enterprises, all of which have a role to play in communications in marketing strategy. Given a target customer, a product and a pricing strategy, together with decisions on specific distribution channels, a marketing communications programme is essential if the company's marketing offer is to reach the customer and meet customer expectations. The range of communications options available to an organization is large and, in recent years, has increased. Furthermore, the options are becoming quite specific in their application. It follows that a company's communication programme is an integral component of its marketing strategy.

This unit explores marketing communications by considering theoretical issues and practical implications of implementation.

Lecturer: Visiting Professor RG (Bob) Miller
Email: Bob.Miller@austreet.com.au

Unit Co-ordinator: Julian de Meyrick Tel: 9850 8463 Building C5C Room 332
Email: Julian.deMeyrick@efs.mq.edu.au

Assessment

Class participation will be taken into consideration in final assessment of performance. Marks in this unit will be allocated on the following basis -

- ◆ Final Examination 50%
- ◆ Take-Home Assignment 50%

All students are required to pass the final examination to obtain a passing grade for the unit. All students are to complete a major individual assignment of 5,000 to 8,000 words. Exact details of assignment will be given at a later date.

Special Consideration

You are expected to attend scheduled examinations with other students completing this unit. If extraordinary circumstances prevent you from attending the scheduled examination or affect your performance in an examination, you may wish to lodge a request for special consideration.

Any such requests must be lodged on the appropriate form. If there are medical circumstances to be taken into account when considering your request, the medical information must be lodged on the attached Professional Authority Form. No other form of medical certificate will be recognised.

Supplementary Examinations

Academic staff managing this unit may, at their discretion, decide that, in the light of the circumstances set out in a request for special consideration, the appropriate way to assess your performance in this unit is to invite you to sit a supplementary examination. If this is the case, please remember that, as students sitting a supplementary examination have had the benefit of additional preparation time, the examination may be set to a higher standard and it may well be marked more strictly. Secondly, please remember that, if you sit a supplementary examination, the results of the supplementary examination will determine your overall result, regardless of how well you may have performed in the scheduled examination.

Cheating and Plagiarism

Cheating and plagiarism are regarded as attempts to gain an unfair advantage over your fellow students and will not be tolerated. Please read the 'Plagiarism and Cheating' document below which sets out the Division's policy in these matters.

Support Services for Overseas Students

The University Counselling and Health Services has appointed a counsellor specifically to assist students from overseas countries and those who speak English as their second language. She is particularly expert in assisting with difficulties which involve adjustment to University life, or to Australian custom, personal difficulties or the skills of studying, of reading, learning and remembering, or organizing and motivating study, or of facing the examinations. Much of the work with students is conducted on an individual basis in a confidential setting. However, each semester groups are conducted to assist students in study skills, stress management and preparation for returning to the home country.

THE DANGERS OF CHEATING AND PLAGIARISM AND HOW TO AVOID THEM

To cheat in the context of university assignments, tests and examinations is to attempt to gain an unfair advantage by violating the principles of intellectual and scholarly integrity. Cheating also encompasses plagiarism, which is the appropriation or imitation of another person's ideas and manner of expressing them.

WHAT IS CHEATING?

You will be guilty of cheating if you do any of the following:

1. Copy from another student during a test or examination. This is cheating whether or not there is collusion between the students involved. Collusion with another student who wishes to cheat from you exposes both parties to penalties under University Regulations.
2. Use or paraphrase the work of others, including any document, audio-visual or computer-based material, when preparing an assignment or writing an examination, and pretend it is your own work by not acknowledging where it came from.
3. Copy from another student's coursework, whether that copying is with or without the knowledge of that student. This includes:
 - ◆ copying all or part of someone else's assignment
 - ◆ allowing someone else to copy all or part of your assignment
 - ◆ having someone else do all or part of an assignment for you
 - ◆ doing all or part of someone else's assignment for them.
4. Make up data and fabricate results in research assignments.
5. Impersonate someone else in an examination or test, or arrange such impersonation.
6. Use forbidden material in a test or examination, whether in printed or electronic form. For example, attempting to use a non-standard calculator in a restricted calculator examination.

WHY IS IT WRONG?

If you take and use the work of another person without clearly stating or acknowledging your source, you are falsely claiming that material as your own work and committing an act of plagiarism. This is wrong because: it violates the principle of intellectual and scholarly integrity; it devalues the grades and qualifications gained legitimately by other students.

PREVENTING CHEATING

All students and staff have a responsibility to prevent, discourage and report cheating.

Typically, students cheat because they are having difficulty with the unit content, the language of the unit, or both. Cheating and/or plagiarism can be a temptation when students are experiencing difficulty with a heavy workload in the unit and seek to save time by using others' work.

To avoid having students resort to cheating, the University provides many services to help students with their course or to make thoughtful decisions about whether to continue. In the Economic and Financial Studies Division, students should first seek assistance from their tutor and/or lecturer. The University also offers help through the Dean of Students or the University Health and Counselling Services. There is a difference between getting help and cheating. You are encouraged to get help if you need assistance to understand the material and any set work so that you are in a better position to create your own answers.

HOW TO PLAY SAFE

To maintain good academic practice, so that you may be given credit for your own efforts and, so that your own contribution can be properly appreciated and evaluated, you should acknowledge your sources and you should ALWAYS:

- (i) State clearly in the appropriate form where you found the material on which you have based your work, using the system of reference specified by the Division in which your assignment was set;
- (ii) Acknowledge the people whose concepts, experiments or results you have extracted, developed or summarised, even if you put these ideas into your own words;
- (iii) Avoid excessive copying of passages by another author, even where the source is acknowledged. Find another form of words to show that you have thought about the material and understood it, but remember to state clearly where you found the ideas.

There is nothing wrong with working with other students in a group; indeed sometimes you will be encouraged to do so. But after a certain point, each student must work on his or her own to produce their own written answers. If no specific guidelines for group work have been given, a reasonable interpretation is that it is acceptable for two or more students to discuss a problem among themselves or with a staff member. The group may then agree that the answer should include certain points. But then each member of the group must independently write their own answer to the problem.

PENALTIES

Students who are guilty of cheating and plagiarism will be penalized. Depending on the nature of the offence, the unit co-ordinator will determine the penalty. For example, extensive plagiarism may result in zero marks for an assignment. Repeat offences will be referred to the University Discipline Committee and may result in failure or exclusion from the university.

(This material has been compiled from the existing plagiarism documents of Macquarie University and University of Auckland.)

BBA303 - LECTURE SCHEDULE 2004

Lecture	Date 2004	Topics Covered	Reference Books
Lec # 1	5 March	The Role of Marketing Communications: Rhythm of Marcomms Policies; Trade Practices Act; "Eating the Big Fish" – Challenger Brands; a focus on the text and its relevance to the Assignment.	6, 8, 9 12, 13
Lec # 2	12 March	Advertising: Creating the brief; Producing ads that work.	3, 8, 9, 12, 13
Lec # 3	19 March	PR: Should it lead or follow?; Conducting Product Recalls; Corporate Reputation.	4, 11
Lec # 4	26 March	Sponsorships: How to manage them & how to acquire them; Cause-related marketing; Reputation valuation & management.	7, 11
Lec # 5	2 April	Conferences & Conventions: Face to face with the market place.	7, 8
***	RECESS	SEMESTER BREAK	
Lec # 6	30 April	Media Planning and Buying: How much is enough?	3, 10, 14, 15
Lec # 7	7 May	Direct Marketing: B to B and B to C; Customer Relationship Management.	1, 6
Lec # 8	14 May	Selling Ideas & Products on the 'Net'.	2, 4
Lec # 9	21 May ***	Market research: Foundations for the briefing process; Brand Tracking. ASSIGNMENT DUE TODAY BY 1 pm	8, 9, 13, 15
Lec # 10	28 May	Word of Mouth & Referrals ... the most powerful advertising of all.	5
Lec # 11	4 June	The Knowledge-Sharing Company: Transformations vs. Commodity Peddling.	HBR
Lec # 12	11 June	Brand Valuation & Marcomms Return on Investment. Review & Revision for Exam Preparation	HBR
***	JUNE	EXAMINATION date tba - 3 hours	

Students note: Each of the books below has contributed to this lecture series.

It is recommended that you examine each book and identify for yourself the main points of interest.

In writing your assignment and answering examination questions, you may provide yourself with some small advantage by demonstrating that you are able to use some of the lessons learned from these books, in solving the marketing communications problem.

1. Auld, Malcolm - *Direct Marketing Made Easy*, Harper Business, Australia, 1997
2. Auld, Malcolm - *E-mail Marketing Made Easy*, Professional Marketing Publications, Australia, 2002.
3. Batey, Ian - *Asian Branding A Great Way to Fly*, Prentice Hall, Singapore, 2002
4. Breakenridge, Deidre & DeLoughry, Thomas J - *The New PR Toolkit: Strategies for Successful Media Relations*, Financial Times Prentice-Hall, USA, 2003
5. Gladwell, Malcolm - *The Tipping Point*, Little, Brown & Co, London, 2000
6. Godin, Seth - *Unleashing the Idea Virus*, Do You Zoom Inc, USA, 2000
7. Grey, Ann-Marie & Skildum-Reid, Kim - *The Sponsor's Toolkit*, McGraw-Hill, Australia, 2001
8. Mackay, Hugh - *The Good Listener - Better Relationships through Better Communication*, Pan Macmillan, Australia, 1994
9. **Morgan, Adam - *Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders*, John Wiley & Sons, 1999 -
*EXAMINABLE TEXT FOR COURSE.***
10. Newman, Michael - *Creative Leaps: 10 Lessons in effective advertising inspired at Saatchi & Saatchi*, John Wiley & Sons (Asia), 2003
11. Ries, Al & Ries, Laura - *The Fall of Advertising & The Rise of PR*, Harper Collins, New York 2002
12. Rothenberg, Randall - *Where the Suckers Moon - the Life and Death of An Advertising Campaign* Vintage Books/Random House, New York, 1994
13. Sutherland, Max & Sylvester, Alice - *Advertising and the Mind of the Consumer*, Allen & Unwin, 2000
14. Trout, Jack and Ries, Al - *The 22 Immutable Laws of Marketing*, Harper Business, New York, 1993
15. Cresswell, Clio - *Mathematics and Sex*, Allen & Unwin, Australia, 2003

Recommended Journal Articles List

The Harvard Business Review -

Relevance to Lectures

June 03	Storytelling That Moves People, Robert McKee	Briefing
Sept.03	<i>How to Pitch a Brilliant Idea</i> , Kimberly D. Elsbach	Briefing
Sept.02	<i>Three Questions You Need to Ask About Your Brand</i> , Kevin Lane Keller, Brian Sternthal & Alice Tybout	Briefing Brand Valuation
Jan.02	<i>Selling the Brand Inside</i> , Colin Mitchell	Conferences
Mar-Apr. 2000	<i>How to Fight a Price War</i> , Akshay R. Rao, Mark E. Bergen & Scott Davis	Briefing
Oct.03	<i>Gilded & Gelded</i> , Dick Martin	P R
Sept.03	<i>A Blogger in their Midst</i> , Halley Suitt	P R Selling Ideas on the Net
Apr.01	<i>When No News is Good News</i> , Bronwyn Fryer	P R
Apr.03	<i>Preparing for Evil</i> , Ian I. Mitroff & Murat C. Alpaslan	P R
Dec.02	<i>The Competitive Advantage of Corporate Philanthropy</i> , Michael E. Porter & Mark R. Kramer	Sponsorship
Dec.02	<i>What's a Business For?</i> Charles Handy	Sponsorship
Oct.03	<i>And Now, a Word from our Sponsor</i> , M. Ellen Peebles	Sponsorship
June03	<i>The Global Brand Face Off</i> , Anand P. Raman	Briefing
Oct.03	<i>Optimal Marketing</i> , Marcel Corstjens & Jeffrey Merrihue	Brand Valuation and accountability
Jan.02	<i>Turn Customer Input Into Innovation</i> , Anthony W. Ulwick	Research
Oct.01	<i>Boost Your Marketing ROI with Experimental Design</i> , Eric Almquist & Gordon Wyner	Research
Feb.03	<i>Chueing in Customers</i> , Leonard L. Barry & Neeli Bendapudi	Research
May03	<i>Diamonds in the Data Mine</i> , Gary Loveman	Direct Marketing
Nov.03	<i>The Customer Has Escaped!</i> , Paul F.Nunes & Frank V.Cespedes	Research
Nov.03	<i>Wanted: Chief Ignorance Officer</i> , David Gray	Knowledge Sharing Co
Apr.03	<i>Letters to the Editor of HBR</i>	Sponsorship
Nov.03	<i>The Forgotten Strategy</i> , Pankaj Ghemawat	Briefing
Nov.03	<i>Coming Up Short</i> , C.D. Ittner and D.F. Larcker	Brand Valuation
Dec. 03	<i>The One Number You Need to Grow</i> , Frederick F. Reichheld	Word of Mouth

BBC Radio 4 Lecture #3 :

“The Emerging Mind – The Artful Brain“, by Vilayanur S. Ramachandran

Recommended Websites

Australia Post:	www.australiapost.com.au
eChoice [Mortgage Brokers]:	www.echoice.com.au
Drayton Bird	www.draytonbird.com
Peppers & Rogers (One to One)	www.1to1.com
Singapore Tourist Board	www.app.stb.com.sg
Australian Broadcasting Comsn.	www.abc.net.au
Amazon.com	www.amazon.com
Australian Competition & Consumers Commission	www.accc.gov.au
Australian Federation of Advertisers	www.bandt.com.au
Australian Assn. of National Advertisers	www.aana.com.au
Australian Direct Marketers Assn.	www.adma.com.au
PANPA	www.panpa.org.au
Commercial Radio Australia	www.commercialradio.com.au
Commercial Television Australia	www.ctva.com.au
Newspaper Advertising Bureau	www.naba.com.au
Magazine Publishers Australia	www.magazines.org.au
Australian Subscription Television & Radio Assn.	www.astra.org.au
AMR Interactive	www.amrinteractive.com.au
Crayola Crayons	www.crayola.com
BBC Radio 4	www.bbc.co.uk/radio4/reith2003/reith2003_lecture3.shtml
Market Research Association of Australia	www.mrsa.com.au
ACNielsen Australia	www.acnielsen.com.au
OzTAM Pty Limited	www.oztam.com.au

CONSIDERATIONS

Matters upon which you might care to reflect when reading the suggested Harvard Business Review articles, prior to drafting your 2004 assignment submission -

- ◆ Reference HBR June 2003:
What can you apply from Robert McKee's views on storytelling that will make your brief produce advertising that stimulates high levels of activity from your audience?
- ◆ Reference HBR September 2003:
What would you select from this article on how to pitch the brilliant idea that would help convince your management that you and your agency had come up with a brilliant idea?
- ◆ Reference HBR September 2003: [7a]
Is there anything from "*A Blogger in their Midst*" that you might use to link people outside the corporation to people inside the corporation?
- ◆ Reference HBR June 2003:
As you're part of an international company, you will have to deal with the politics of a global brand manager who refuses to understand that your market is in many ways unique. What can you apply from the global brand face-off to solving this problem.
- ◆ Also refer to HBR October 2003: What can you apply from Samsung's global experience of budget allocations that will help you achieve optimal marketing resource allocation for your global corporation.
- ◆ Reference HBR October 2003: "*And now a word from our sponsor*" challenges you to make a decision about product placement and advertising versus advertorial.
- ◆ Reference HBR December 2002:
Can you apply the lessons of the article "*Competitive advantage of corporate philanthropy*", plus Charles Handy's article on "*What's a Business for*" to your sponsorship decisions.
- ◆ Reference HBR September 2002:
Kevin Keller suggests 3 questions you need to ask about your Brand. Are any of these relevant to your brand building exercise?
- ◆ Reference HBR April 2003
Can you incorporate any of the lessons of "*Preparing for Evil*" in your corporate launch preparations?

Assignment Considerations

- ◆ Reference HBR October 2002:
“*Gilded and Gelded*” offers a few reflections you may wish to expand on in your PR brief
- ◆ Reference HBR April 2001:
Sometimes our products are bought by celebrities, but that can be a double-edged sword. What would happen if your product failed very publicly?
How would you handle the PR?
- ◆ Reference HBR October 2001:
Research and copy testing can produce interesting returns on investment in direct marketing. Do you see any opportunities from the *Crayola* example mentioned in “*Boost Your Marketing ROI with Experimental Design*”?
- ◆ Reference HBR May 2003:
Some of your existing customers are committed to your brand for a lifetime. What lessons from “*Diamonds in the Data Mine*” can you apply to your direct marketing strategy.
- ◆ Reference HBR January 2002:
Research into what the customer wants may not necessarily give you the appropriate direction, since often the customer does not know what he wants. Often however, customers can identify the outcomes they want from a product or service. The article “*Turn Customer Output into Innovation*” gives you some interesting research techniques you may care to apply to this exercise. Can you do so?
- ◆ Reference HBR Jan-2002
Do your employees know just how good your new products and services are? Remember in creating new categories, you will find that people turn to your employees for insider information. If they are not passionately enthusiastic, then why should people outside the company care about your new offerings.
Do you have a plan for internal communications that will turn your employees into passionate crusaders?
- ◆ Reference HBR Mar-Apr 2000
Price sensitivity can make or break a new product launch and certainly influence the long-term future if a product is not seen as representing value for money. Even though you are opening a new category in your assignment, others may see themselves as your competitors and start a price war. This article might give you a clue to handling such an eventuality.
- ◆ Reference HBR Dec-2002
Could a corporate scandal in your business or in a parallel industry disrupt your launch programme? British Economist Charles Handy asks: “what’s a business for?” and wonders if your business will be seen as “enlightened”. Is this of any relevance to your assignment?

Assignment Considerations

◆ Reference HBR Oct-2001

Boosting your marketing ROI with experimental design might not be as big a challenge as it first appears. Perhaps by borrowing a statistical technique from other fields, you as a marketer can develop a campaign which targets customers with uncanny accuracy. Would you see a role for logistic regression analysis in briefing your suppliers in your assignment?

The Crayola example is quite interesting and you will notice the Crayola website is also on your 'suggested websites' list.

◆ Reference HBR Feb-2003

"When a company's offerings are hard to judge, customers look for subtle indicators of quality. The Mayo Clinic knows how to send the right signals". Prof. Berry's article suggests that "evidence management is a lot like advertising, except that it turns a company into a living, breathing advertisement for itself". Anything useful here?

◆ Reference HBR Nov-2003

Those pesky customers keep doing it their way instead of doing it your way!

Is there anything we can learn from this article entitled "The Customer Has Escaped"? Perhaps your shoppers are similar to those in the table representing 4 kinds of buyers and the stages of their typical purchasing process. To quote badly from Talleyrand .. "Can you foresee the inevitable and expedite its occurrence?"

◆ Reference HBR Nov-2003

Do you have a process for getting good ideas as you develop your launch programme? Maybe you need to appoint yourself as the Manager for Ignorance.

◆ Reference HBR April-2003

Corporate philanthropy may or may not provide a competitive advantage. Does it have a role in your launch programme?

◆ Reference HBR Nov-2003

Global brands tend to minimize differences between countries in which those products are marketed. Perhaps your launch would involve a combination of global and local approaches, so you can benefit from the resources devoted to international scale (eg production of expensive TV commercials, or brochures, or other collateral promotional items), but adapt your strategy to the needs or culture of the local market.

◆ Reference HBR Nov-2003

You can't manage what you can't measure, but unfortunately, we often come up short on non-financial performance management. Is this knowledge of any use to you?

Assignment Considerations

- ◆ Reference HBR Dec-2003

The One Number you Need to Grow is the number that tells you what your customers tell their friends about you. Customer churn is very expensive, especially in the subscription TV industry. Will this be a consideration in your launch planning? How much growth can you expect from word of mouth? And, how much would you expect to minimise churn through measuring loyalty?

- ◆ Reference 2003 BBC4 Radio Lecture – The Artful Brain

The remarkably insightful Prof. Ramachandran provides us with a number of insights with regard to art. Pictures on a page, moving pictures on television, music, dance, all play a part in communicating your messages to a public accustomed to ignoring 80% of all advertising.

[If you're feeling really enthusiastic, you could listen to the lectures on the internet. Is there anything useful here for us in drafting the creative brief? or, even briefing the Public Relations people?]

For example, would it be useful to exhibit some aspect of your product that is in some way "anatomically inappropriate"? Would that have people saying – "My God. It's gorgeous! It's beautiful!?" Does the use of images that are extremely provocative have any scientific basis in planting your concept in customers' minds? Are there clues here that might help us brief our suppliers to slash through the clutter of conventional advertising and promotion?

Or, should we just look the same as everybody else because that's what's normal – and it's good to be normal and bad to be abnormal. Could you sell the concept of being abnormal to all those tough-minded, practical people who sit on your company's board?

SUMMARY OF HBR ARTICLES

BRIEFING

June 03	<i>Storytelling That Moves People</i> , Robert McKee
Sept.03	<i>How to Pitch a Brilliant Idea</i> , Kimberly D. Elsbach
Sept.02	<i>Three Questions You Need to Ask About Your Brand</i> , Kevin Lane Keller, Brian Sternthal & Alice Tybout
Mar-Apr 2000	<i>How to Fight a Price War</i> , Akshay R. Rao, Mark E. Bergen & Scott Davis
June03	<i>The Global Brand Face Off</i> , Anand P. Raman
Nov.03	<i>The Forgotten Strategy</i> , Pankaj Ghemawat

BRAND VALUATION & ACCOUNTABILITY

Sept.02	<i>Three Questions You Need to Ask About Your Brand</i> , Kevin Lane Keller, Brian Sternthal & Alice Tybout
Oct.03	<i>Optimal Marketing</i> , Marcel Corstjens & Jeffrey Merrihue
Nov.03	<i>Coming Up Short</i> , C.D. Ittner and D.F. Larcker

Assignment Considerations

CONFERENCES

Jan.02 *Selling the Brand Inside*, Colin Mitchell

P.R.

Oct. 03 *Gilded & Gelded*, Dick Martin

Sept.03 *A Blogger in their Midst*, Halley Suitt

Apr. 01 *When No News is Good News*, Bronwyn Fryer

Apr.03 *Preparing for Evil*, Ian I. Mitroff & Murat C. Alpaslan

SPONSORSHIP

Dec.02 *The Competitive Advantage of Corporate Philanthropy*, Michael E. Porter & Mark R. Kramer

Dec.02 *What's a Business For?* Charles Handy

Oct.03 *And Now, a Word from our Sponsor*, M. Ellen Peebles

Apr.03 *Letters to the Editor of HBR*

RESEARCH

Jan.02 *Turn Customer Input Into Innovation*, Anthony W. Ulwick

Oct.01 *Boost Your Marketing ROI with Experimental Design*, Eric Almquist and Gordon Wyner

Feb.03 *Clueing in Customers*, Leonard L. Barry & Neeli Bendapudi

Nov.03 *The Customer Has Escaped!*, Paul F. Nunes & Frank V.Cespedes

DIRECT MARKETING

May 03 *Diamonds in the Data Mine*, Gary Loveman

SELLING IDEAS ON THE NET

Sept.03 *A Blogger in their Midst*, Halley Suitt

THE KNOWLEDGE SHARING COMPANY

Nov.03 *Wanted: Chief Ignorance Officer*, David Gray

WORD OF MOUTH

Dec. 03 *The One Number You Need to Grow*, Frederick F. Reichheld

MACQUARIE UNIVERSITY

Professional Authority Form

This form must be completed by a professional authority.

Students at Macquarie University are able to apply for special consideration if they are unable to attend an examination or if they consider that their examination preparation or overall performance in a unit of study has been affected by unavoidable disruption or misadventure. Special consideration may also be granted if a student is forced to leave the examination room early due to illness or unavoidable disruption and believes that his/her examination performance has been affected. In most circumstances documentary evidence is required before special consideration will be granted and your assistance in providing information on the student's illness or misadventure would be appreciated. The information you provide will allow the University to make a fair decision about the student's academic performance and will only be used to assess the student's request for special consideration. If special consideration is requested on non-medical grounds, appropriate supporting documentation must be provided, e.g. statutory declarations by independent witnesses, police reports, or statements from sufficiently senior officials in the place of employment. Photocopies of documents will not be accepted unless they have been certified by a member of the Registrar's staff.

Professional Use Only

Student's Name: _____ ID Number: _____

Date of Consultation: _____

Date/s of illness or misadventure: From: _____ To: _____

Please tick the box which best describes the student's illness or misadventure

In my opinion the effect of the illness or misadventure on the above day/s was (or will be):
Negligible () mild () moderate () severe ()

Was the student suffering from symptoms of the illness or misadventure on the date of the consultation? Yes/No

Please provide details of misadventure or illness including symptoms and the way in which the circumstances are likely to affect exam performance. Is the illness or misadventure related to or as a result of a pre-existing condition? Give details below.

Name and Title: _____

Profession: _____ Provider Number: _____

Signature: _____ Phone number/s: _____



Stamp or seal of Professional Authority (or attach letterhead)

