



College of Commerce
Division of Economic and Financial Studies
Business Department

BBA303: MARKETING COMMUNICATIONS

UNIT OUTLINE First Semester, 2005

Fridays 1-4pm, W5AT1

Unit Convenor: Julian de Meyrick

Prerequisites: BBA203; BBA213

Students in this unit should read the Unit Outline carefully at the beginning of the Semester. It contains important information about the unit. If anything in it is unclear, please consult the Unit Convenor.

Student Reservations

MACQU



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.

Teaching Staff

Lecturer Professor RG (Bob) Miller
Email: bmiller@2ue.com.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%

Text

Adam Morgan - *"Eating The Big Fish: How challenger brands can compete against brand leaders"*, Wiley, New York 1999.

Assumed knowledge:

The principles of marketing.

Examinations

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.

The University examination period in First Half Year 2005 is from 15 June to 29 June.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination 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/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

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 Undergraduate 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. 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. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see <http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or <http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

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>.

Lecture	Date 2005	Topics Covered	Reference Books
Lec # 1	4 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	11 March	Advertising: Creating the brief; Producing ads that work.	3, 8, 9, 12, 13
Lec # 3	18 March	PR: Should it lead or follow?; Conducting Product Recalls; Corporate Reputation.	4, 11
Lec # 4	1 April	Sponsorships: How to manage them & how to acquire them; Cause-related marketing; Reputation valuation & management.	7, 11
Lec # 5	8 April	Conferences & Conventions: Face to face with the market place.	7, 8
Lec # 6	15 April	Media Planning and Buying: How much is enough?	3, 10, 14, 15
***	RECESS	SEMESTER BREAK	
Lec # 7	6 May	Direct Marketing: B to B and B to C; Customer Relationship Management.	1, 6
Lec # 8	13 May	Selling Ideas & Products on the 'Net'.	2, 4
Lec # 9	20 May	Market research: Foundations for the briefing process; Brand Tracking.	8, 9, 13, 15
Lec # 10	27 May	Word of Mouth & Referrals ... the most powerful advertising of all.	5
	***	ASSIGNMENT DUE TODAY BY 1 pm	
Lec # 11	3 June	The Knowledge-Sharing Company: Transformations vs. Commodity Peddling.	HBR
Lec # 12	10 June	Brand Valuation & Marcomms Return on Investment. Review & Revision for Exam Preparation.	HBR

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. **Morgan, Adam – *Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders*, John Wiley & Sons, 1999 –
EXAMINABLE TEXT FOR COURSE.**
9. Newman, Michael – *Creative Leaps: 10 Lessons in effective advertising inspired at Saatchi & Saatchi*, John Wiley & Sons (Asia), 2003
10. Ries, Al & Ries, Laura – *The Fall of Advertising & The Rise of PR*, Harper Collins, New York 2002.
11. Sutherland, Max & Sylvester, Alice - *Advertising and the Mind of the Consumer*, Allen & Unwin, 2000.
12. Trout, Jack and Ries, Al - *The 22 Immutable Laws of Marketing*, Harper Business, New York, 1993

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
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
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
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>Clueing 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
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

Recommended websites continued ...

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
Coupon Star – digital barcoded coupons	www.couponstar.com
Radio Search	www.ausradiosearch.com