



**COLLEGE OF COMMERCE
DIVISION OF ECONOMIC AND FINANCIAL STUDIES
DEPARTMENT OF BUSINESS**

**BBA303
MARKETING COMMUNICATIONS
(CLASS 02)**

***UNIT OUTLINE
SEMESTER 1, 2007***

Lecture: Fridays, 1:00pm – 4:00pm, C5A 232

Unit Convenor: Gordon Brooks

Lecturer: Robert(Bob) Miller

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.

ABOUT THIS UNIT

- Assumed knowledge: BBA203; BBA213
- 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.
- Unit objectives: students will gain an understanding of the real world skills necessary to plan and execute a marketing communications strategy.

TEACHING STAFF

- **Teaching staff:** Visiting Professor Robert (Bob) Miller.
- Contact details: Tele: (02) 9516 3515 or 0417 208 036;
E-mail: bob.miller@austreet.com.au
- Consultation availability: Before and after lectures.
Bob works off-campus, but telephone or e-mail questions will be answered within a short time frame.
- **Unit Co-ordinator:** Gordon Brooks
E-mail: gbrooks@efs.mq.edu.au

CLASSES

- Number and length of classes: 12 x 3 hour lectures.
- **NOTE: there will be NO class on National Holiday Friday April 6 (Easter Good Friday)**

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed text: **Morgan, A – *Eating the Big Fish: how challenger brands can compete against brand leaders.* (1999) Wiley, NY**
- Recommended texts and readings:

- Anderson, C. (2006) – *The Long Tail*. NY: Hyperion.
- Auld, M. (1997) - *Direct Marketing Made Easy*. Sydney: Harper Business.
- Grey, A & Skildum-Reid, K (2001) – *The Sponsor's Toolkit*. Sydney: McGraw-Hill.
- Dru, J-M. (1996) – *Disruption*. NY: Wiley.
- Doyle, P. (2000) – *Value-based Marketing*. UK: Wiley.
- Gladwell, M. (2000) – *The Tipping Point* .London: Little, Brown.
- Jones, J.(1992) – *How Much is Enough?* NY: MacMillan.
- Kim, W.C & Mauborgne, R (2005) – *Blue Ocean Strategy*. Boston: Harvard Business School Press.
- Ries, A and Ries, L (2002) – *The Fall of Advertising and the Rise of PR*. NY: Harper Collins.
- Sutherland, M and Sylvester, A (2000) – *Advertising and the Mind of the Consumer*. Sydney: Allen & Unwin.
- Trout, J and Ries, A (1993) – *The 22 Immutable Laws of Marketing*. NY: Harper.

Recommended Journal Articles List :

The Harvard Business Review -

| | | |
|---------|---|------------------------------|
| June 03 | <i>Storytelling that moves people</i> , Robert McKee | |
| Sept.03 | <i>How to Pitch a Brilliant Idea</i> , Kimberly D. Elsbach | |
| Jan.02 | <i>Selling the Brand Inside</i> , Colin Mitchell | |
| Oct.01 | <i>Boost Your Marketing ROI with Experimental Design</i> , | Eric Almquist & Gordon Wyner |
| May 03 | <i>Diamonds in the Data Mine</i> , Gary Loveman | |
| Nov.03 | <i>Wanted: Chief Ignorance Officer</i> , David Gray | |
| Dec. 03 | <i>The One Number You Need to Grow</i> , Frederick F. Reichheld | |

Recommended Websites

| | |
|---|---|
| Australia Post: | www.australiapost.com.au |
| Drayton-Bird | www.draytonbird.com |
| Australian Competition & Consumers Commission | www.accc.gov.au |
| Mass Communications Group (PR) | www.masscom.com.au |
| Australian Government Communications Unit | http://www.gcu.gov.au/code/infodept/index.html |

Government Communications Unit Central Advertising System
<http://www.gcu.gov.au/code/cas/index.html>

Government Communications Unit Reference Material

<http://www.gcu.gov.au/code/refmat/index.html>

Government Communications Unit Information for Departments: “How to”

http://www.gcu.gov.au/code/infodept/how_to.html

Useful marketing spreadsheets:

<http://cob.jmu.edu/flahertb/merlot/spreadsheets/spreadsheetsresources.html>

All aspects of the **prescribed textbook** will be EXAMINABLE.

All **lecture notes** will be EXAMINABLE.

They will be provided as PowerPoint slides on the University's i-lecture system.

All lectures for this unit are digitally recorded and are also made available with the relevant PowerPoint slides on i-lecture.

UNIT WEB PAGE

- WebCT <http://online.mq.edu.au>

LEARNING OUTCOMES

- The learning outcomes of this unit are ...

Students will be able to demonstrate that they understand how to develop, execute or review and make recommendations or decisions about the worthiness of marketing communications programmes.

Students will be exposed to a range of practical 'marcomms' topics:

- Marketing & selling: their relationship
- Role of marketing communications
- Advertising: creating the brief.
- Public Relations.
- Sponsorships
- Conferences and conventions
- Media planning and buying.
- Direct Marketing B-to-B and B-to-C.

- Selling on the internet.
- Market research.
- Word-of-mouth and referrals.
- Brand valuation and return on investment.

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

TEACHING AND LEARNING STRATEGY

- The unit is taught by lecture and major assignment (individual, not group) engaging the topics taught in a practical real world scenario.
- What is expected from students? Read in advance; follow current developments in the market place; be able to apply the lessons of the lectures (reflected in the lecture notes) to the major assignment; respond to questions raised during lectures; demonstrate enthusiasm for the subject; challenge the lecturer's assumptions during lectures and explore opposing points of view.
- Week-by-week list of the topics to be covered.

| Lecture | Topics covered | Reading |
|--|--|-----------------------|
| BBA303 Class 02 Lec # 1 Friday March 2 | Introduction to the course and its administration. Review the Major Assignment tasks. Examine the role of our text book and its relevance to the Major Assignment. Explore the role of marketing communications in modern business. | Morgan |
| Lec # 2 Friday March 9 | Advertising: developing a brief that will produce advertising that works. | Trout; Sutherland |
| Lec # 3 Friday March 16 | Public Relations: should it lead or follow? Is PR just free advertising or is it much more than that? Conducting product recalls. Managing Corporate reputation. Managing in a PR "crisis". | Ries |
| Lec #4 Friday March 23 | Value-based marketing and marcomms RoI. | Doyle |
| Lec # 5 Friday March 30 | Market research. (Good Friday public holiday, Semester Break follow this) | Morgan |
| Lec # 6 Friday April 27 | Word-of-mouth referrals: creating epidemics of demand....the most powerful advertising of all. | Gladwell |
| Lec # 7 Friday May 4 | Sponsorships: how to manage them and how to acquire them. <u>ASSIGNMENT DUE TODAY AT C5A 232</u> | Grey/ Skildum-Reid |
| Lec # 8 Friday May 11 | Selling ideas and products on the internet. | Anderson |
| Lec # 9 Friday May 18 | Media planning and buying: how much is enough? | Jones |
| Lec # 10 Friday May 25 | Direct marketing B-to-B and B-to-C. Assignments returned to students. | Auld |
| Lec # 11 Friday June 1 | Conferences and conventions: coming face - to - face with the market place. | Morgan Chapter 15 |
| Lec #12 Friday June 8 | Review and Revise for Final Examination. | |

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

- Statement on the rationale for the modes of assessment (that is, how do the assessment tasks fulfill and evaluate the stated learning outcomes of the unit).

The objective of the major assignment is to encourage students to learn by applying the lessons of the lectures to an imagined 'real world' scenario and demonstrating to the teacher they comprehend the practicalities of conducting a marcomms exercise.

Assessments:

. Marks in this unit will be allocated on the following basis -

- ◆ Final Examination 50%, (i.e. 50 marks)
- ◆ Major Individual Assignment 50% (i.e. 50 marks)

All students are required to pass the final examination to obtain a passing grade for the unit.

- Word length of each form of assessment:

Major assignment...4000 words. Diagrams and illustrations are judged to be equivalent to 200 words.

More words are acceptable if students deem them necessary;

Examination...400 words per answer to essay questions.

- Due date for assignment: **Friday May 4th at 1pm.**

Marked work is due to be returned to students May 25, 2007.

- Where students are to hand in their assignments: **At lecture in C5A 232.**

- Expectations in relation to the presentation of written and/or oral work:

All written work to be submitted in typed format on A4 white paper, using only one side of the sheet, 12pt Arial typeface, 1.5-spaced.

Assignment to be contained securely in a ring or clip binder.

References to be in keeping with **APA** guidelines & Macquarie University guidelines as detailed on the student information website.

ERIC INDIVIDUAL ASSIGNMENT COVER SHEET is required for all assignments, available for download from the ERIC website

http://www.efs.mq.edu.au/docs/student_support/Individual_cover_sheet.pdf

Pages can be simply stapled together at the top left corner, but it is recommended they be enclosed in a folder for safety.

- Work that is submitted late will be penalised at the rate of 5 marks per day.

EXAMINATION

- Exam date, time, location will be advised separately.
- Exam duration: 3 hour exam plus 10 minutes reading time.
- Format of exam: essay questions. Answers to be approximately 400 words in length. Students may choose to answer any 5 of a choice of 8 questions
- Policy on whether a pass in the exam is required for a pass in the unit irrespective of accumulated marks: **All students are required to pass the final examination to obtain a passing grade for the unit.**
- Policy on calculators: Calculators PDAs, cell phones i-Pods, mp3 players and other electronic aids are **NOT** permitted in the exam.
- Policy on dictionaries: Dictionaries are **NOT** permitted in the 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/APSCon.pdf>

You are advised that it is Macquarie University policy not to set early or delayed 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 University examination period, and can attend the exam at the designated time and place.

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.

For an explanation of the policy see

<http://www.mq.edu.au/senate/rules/Guidelines2003.doc>

or <http://www.mq.edu.au/senate/rules/detailedguidelines.doc> .

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>

MAJOR ASSIGNMENT

PURPOSE of this assignment is to encourage you to apply, in a practical way, the lessons learned in our lecture series. You can also apply some of the information gathered from your reading list.

VALUE of this assignment is 50% of the marks for the course.

TIMING

The vagaries of the timing of holidays etc during the semester mean that some of the topics useful to your assignment will not have been covered in the lectures by the time you need to hand in your assignment. However, you are encouraged to read ahead so you can draw from the lecture notes supplied on the website.

LENGTH of assignment should be around 4,000 words - graphs and charts are counted as 200 words.

GUIDANCE

It will be up to you as individual students to consult the lecturer for advice on how to go about the process of developing this assignment. Your opportunity to do this will come when questions are requested during lectures and during the period allotted to “tutorial” in the latter part of the lecture.

QUESTIONS

The best questions are planned and discussed with your fellow students. This is **not** group work, these are **individual** assignments. However, you are not in competition with your fellow students and you should take the opportunity to share your concerns with them as you attempt to formulate an appropriate response to this challenge.

By their very nature, briefs are brief! You will be developing a combination plan and briefing document that will need to inform and occasionally instruct your various suppliers of services. Your advertising agency, your PR agency, market researchers, events organizers, media planners etc. will all need to know the way you think about this problem and what, in broad terms, you expect from each of them in their particular unique roles as specialist service providers.

- ◆ What do you expect of each different supplier?
- ◆ What do you see as their responsibilities to each other as contributors to a mutually successful team?
- ◆ How will you judge their performance?
- ◆ What is your timetable of expectations from them?

This is rather a large challenge.

Start EARLY!

Start asking questions early!

Major Assignment TASK

You are responsible for developing a marketing communications ("marcomms") program aimed at increasing the number of overseas and interstate tourism visits to Sydney, Australia, by 20% in calendar year 2009, 2010, 2011 and 2012 compared with 2005 figures.

You also wish to encourage the growth of spending by those visitors by 20%...more visitors, spending more money.

You will employ PR, advertising in all its forms, word-of-mouth techniques, market research, conferences and conventions, direct marketing skills, sponsorships.

Develop briefing document that will inform and inspire your service suppliers to work together to provide you with a powerful marcomms program that will achieve your aims....by the way: what exactly are your aims and when and where do you want to achieve them?

You will also consider the challenge of gaining an adequate budget to achieve your communications goals. You believe \$120 million a year, plus inflation increments of say 7% would be adequate spends in 2007, 2008, 2009, 2010, and 2011.

There are many State and Federal politicians, bureaucrats, Chambers of Commerce, Tourism Boards and Associations, influential tour operators and hoteliers, Airline senior executives, cruise line operators, not to mention journalists and editors and talk-back radio stars who can obstruct your program's development by denying that you have mounted a reasonable case for spending the money you wish to "invest" in Australia and Internationally.

How will you justify such an expenditure and convince everyone you are financially responsible and deserve proper respect as a marketing professional?

ENDS.