



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

BBA 303 MARKETING COMMUNICATIONS

***UNIT OUTLINE
Semester 1, 2008***

**Lectures: Wednesday, 9am – 12 pm; W6B345
Thursday, 6 pm – 9 pm; C5A229
Fridays, 1 pm – 4 pm; W5C 232**

Unit Convenor: Lawrence Ang

Prerequisites: BBA 203; BBA 213

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.

INTRODUCTION

Ralph Emerson, the American philosopher once said, “If you build a good mousetrap, people will beat a path to your door.” Yet, having a good product may not be sufficient because nobody knows about it. The ‘goodness’ of the product still has to be well communicated. But how does one do this so that only the right message is communicated to the right audience at the right time? And how does one do this efficiently and better than the competition? That is the challenge for any marketing communications manager. And in essence, this is what this course is all about.

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.

In this course, students will be exposed to a range of practical 'marcomms' (marketing communications) topics:

- Role of integrated marketing communications
- Brand positioning
- Creativity & brainstorming
- Public Relations
- Sponsorships
- Conferences and conventions
- Media planning and buying.
- Direct Marketing B-to-B and B-to-C.
- Internet and viral marketing
- Advertising research
- Word-of-mouth and referral

PRE-REQUISITES

BBA 203 and BBA 213 are the two pre-requisites. You **MUST** pass these units in order to do this course.

UNIT OBJECTIVE

Students will gain a solid theoretical grounding of effective marketing communications and an understanding of the real world issues necessary to be a good marketing communications manager.

LEARNING OUTCOMES

The learning outcomes of this unit are as follows:

- Students will be exposed to various concepts, frameworks or models often discussed in the academic and popular literature;
- Students will be able to separate myths from facts about the effectiveness of various tactics used in marketing communications.

TEACHING AND LEARNING STRATEGY

- The unit is taught by lecture, class discussions and seminar presentations.
- 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); respond to questions raised during lectures; demonstrate enthusiasm for the subject; challenge the lecturer's assumptions during lectures and explore opposing points of view.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The objective of the examination is to demonstrate to the lecturers that the student has understood the major concepts, models and framework that underpin effective marketing communications.

The objective of the paper presentation is to expose students to controversial topics in marketing communications, help develop critical thinking skills so as to separate facts from fiction, and to learn how to present material in an exciting and engaging way.

TEACHING STAFF

1. Dr. Lawrence Ang (Unit convenor)
Contact details: Tel: 02 9850 9135; Building E4A, Room 638;
E-mail: Lawrence.Ang@efs.mq.edu.au
Consultation available: Wednesday 1-3 or anytime by appointment.
2. Visiting Professor Robert (Bob) Miller
Contact details: Tel: 02 9516 3515 or 0417 208 036;
E-mail: rmiller@efs.mq.edu.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.

CLASSES

- You have to attend at least 80% of classes to get a passing grade for this course.
- NOTE: there will be NO class on National Holiday Friday, 21st March Easter Good Friday)
- Number and length of classes: 12 x 3 hour lectures. Please see session timetable below.

SESSION TIMETABLE

Legend: LA = Lawrence Ang; BM = Bob Miller

Session 1 (LA): *week commencing 25th February*

Introduction and the concept of Integrated Marketing Communications (IMC)

- Read: Chapter 1 and 2

Session 2 (LA): *week commencing 3rd March*

Organising for advertising and promotions, communications plan and budgeting

- Read: Chapters 3 and 7

Session 3 (LA): *week commencing 10th March*

Consumer behavior and the communication process

- Read: Chapters 4, 5 and 6
- Paper presentation by group 1

Session 4 (LA): *week commencing 17th March*

Media Planning and Strategy, Evaluation of Broadcast and Print Media

- Read: Chapters 10, 11 and 12
- Paper presentation by group 2

Session 5 (LA): *week commencing 24th March*

Creative strategy: Planning, Development, Implementation and Evaluation

- Read: Chapters 8 and 9
- Paper presentation by group 3

Session 6 (LA): *week commencing 1st April*

Measuring the Effectiveness of promotional program

- Read: Chapter 19
- Paper presentation by group 4

Session 7 (LA): *week commencing 7th April*

Internet and Interactive Media

- Read: Chapter 15
- Paper presentation by group 5

Session 8 (LA): *week commencing 28th April*
MID-TERM QUIZ

Personal selling

- ❑ Read: Chapter 18
- ❑ Paper presentation by group 6

Session 9 (BM): *week commencing 5th May*

Sale promotion

- ❑ Read: Chapter 16
- ❑ Paper presentation by group 7

Session 10 (BM): *week commencing 12 May*

Direct marketing in business-to-business and business-to-consumer

- ❑ Read: Chapter 14
- ❑ Paper presentation by group 8

Session 11 (BM): *week commencing 19 May*

Support Media

- ❑ Read: Chapter 13
- ❑ Paper presentation by group 9

Session 12 (BM): *week commencing 26th May*

Public Relations, Publicity and Corporate Advertising

- ❑ Read: Chapter 17
- ❑ Paper presentation by group 10

Session 13 (LA): *week commencing 2nd June*

- ❑ Review and revise for final examination

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed text:

- Advertising and Promotion – An integrated Marketing Communications Perspective 7th Edition by George E. Belch and Michael A. Belch. Irwin McGraw-Hill, 2007.

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

All **lecture notes** will be EXAMINABLE.

All **papers** in table 1 will be EXAMINABLE

Part of these notes will be provided as PowerPoint slides on the class website. The students must attend the lectures to get the full version of the notes.

UNIT WEB PAGE:

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

COURSE ASSESSMENT:

The course assessment consists of three parts:

<i>a. Class paper presentation</i>	20%	Each group will present a paper outlined in table 1 below	<p>Presentation is for 30 minutes, followed by 10 minutes of class questions or interactions.</p> <p>Students are expected to make the presentation as interesting by as possible without meandering from the main issues.</p> <p>Power point presentations are due immediately after the presentation.</p>
<i>b. Mid-term quiz</i>	20%	50 multiple choice based on all material covered in session 1 to 7	The quiz is one hour starting at the beginning of class in session 8. Please be seated 5 minute before class.
<i>c. Final examination</i>	60%	40 multiple choice questions (40%), plus 4 out of 6 short essay questions (60%) - based on all material covered in session 1 to 12.	<p>The duration of the exam is 2 hour plus 10 minutes held during the exam period.</p> <p>Please check the exam timetable for location and time.</p>

A. CLASS PAPER PRESENTATION (20%)

The following papers shown in table 1 below are to be presented by the respective groups starting from session 3. For example in session 3, group 1 will present the paper by Lodish and Mela (2007). All papers are available on the class website. Students are expected to read the papers before each class; they are examinable.

Table 1: Group and paper presentations

Groups presenting	Papers to present	Presented in session:
1	Lodish and Mela (2007) If brands are built over years, why are they managed over quarters? <i>Harvard Business Review</i> , July/August, 104-112	3
2	Schroer (1990) Ad Spending: growing Market Share, <i>Harvard Business Review</i> , Jan/Feb, 44-48.	4
3	Wasnik and Ray (2000) Estimating advertising impact on one's consumption of a brand, <i>Journal of Advertising Research</i> , Nov/Dec, 106-113.	5
4	Jones and Blair (1996) Examining 'Conventional Wisdoms' about advertising effects with evidence from Independent Sources, <i>Journal of Advertising Research</i> , Nov/Dec, 37-59.	6
5	Salganik et al (2006) Experimental study of inequality and unpredictability in an artificial cultural market, <i>Science</i> , 311, Feb, 354-356	7
6	Cialdini (2001) Harnessing the Science of Persuasion, <i>Harvard Business Review</i> , October, 72-79	8
7	North, Hargraeves and McKendrick (1999) The influence of in-store music on wine selections, <i>Journal of Applied Psychology</i> , 84, 2, 271-276.	9
8	Thomas et al (2004) Getting the most out of your customers, <i>Harvard Business Review</i> , 82, 7/8, 116-123.	10
9	Reijmersdal, Neijens and Smit (2007) Effects of Television Brand Placement on Brand Image, <i>Psychology and Marketing</i> , 24, 5, 403-420.	11
10	Dowling (2002) Corporate Communication: What to say? Chapter 7 of <i>Creating Corporate Reputations</i> , by Grahame Dowling, Oxford Press.	12

The group is expected read and critically analyse the paper, home-in on the critical points and then communicate these to the class in an interesting way. In addition, the group has to generate new insights or arguments as to whether they agree or disagree with the authors - say why or why not by providing evidence, case studies or logic to support your arguments. Where appropriate, the group should apply the principles to Australian companies or to another situation/context. Finally, the group is expected to attract and hold the attention of the audience, guide class discussions and answer questions intelligently. Marks will be deducted if the presentation exceeds the allocated time limit. The criteria for assessing the presentations are show in table 2 below. Since all papers are examinable, please submit the power point of your presentation to me before class. I will put this up on the class website.

Table 2: Criteria of group presentation

	Poor	Satisfactory	Excellent		
Ability to attract attention	1	2	3	4	5
Ability to sustain attention	1	2	3	4	5
Clarity of verbal expression	1	2	3	4	5
Passion/Enthusiasm in delivery	1	2	3	4	5
'Homing' in on critical issue of the article	1	2	3	4	5
Coherent exposition of ideas	1	2	3	4	5
Presentation of evidence to support argument	1	2	3	4	5
Generation of new insights	1	2	3	4	5
Quality of response to class questions	1	2	3	4	5
Ability to guide discussions in class	1	2	3	4	5
Application of ideas (where appropriate)	1	2	3	4	5
Time keeping	1	2	3	4	5

Not all group members have to present, but they are expected to 'pull their weight' in making the presentation a successful one. This includes turning up for meetings, researching new articles, providing new ideas, putting the power-points together, and so forth. All marks will be allocated equally to all members.

Should some group member/s loaf after repeated warning, the group may opt to fill in the following peer assessment form. Marks for the presentation will then be allocated accordingly:

**PEER ASSESSMENT FORM
FOR CLASS PAPER GROUP PRESENTATION**

Name: _____

Group Number: _____

Name	Mark

Instructions:

1. Give all members of your syndicate **including yourself**, a mark out of 10.
2. Marks:
 - 0 = Never or hardly turned up. Didn't contribute.
 - 5 = Average performer - did what was required no more, no less
 - 10 = Brilliant, natural leader, had all the answers, worked above and beyond the call of duty.
3. Your mark can be based on each member's contribution on the Group Project.
4. If you rated all students '10' they will automatically be down graded to '5' for all syndicate members.
5. If needed, please give me this form at the end of the presentation.

B. MID TERM QUIZ (20%)

- The quiz is 50 multiple choice and the duration of the quiz is 1 hour.
- You are expected to read and understand all the material covered in the text from session 1 to 7. Preparing for this mid-term will help you in the final exams.
- This quiz will be held in the lecture theatre of your class at the beginning of session 8. Please be seated 5 minutes before the session starts.

Grading:

Marks will be awarded according to the following grading system:

GRADE	High Distinction	Distinction	Credit	Pass	Pass Conceded	Fail
%	85-100	75-84	65-74	50-64	45-49	0-44

C. FINAL EXAMINATION (60%)

Exam date, time, location will be advised separately.

Exam duration: 2 hour exam plus 10 minutes reading time.

Format of exam: 40 multiple choice and essay questions. Answers to short essay questions are to be approximately 100 words in length. Students may choose to answer any 4 of a choice of 6 questions. Not all questions have the same marks.

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/MQUonly/Issues/Guidelines2003.doc>

or

<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

EXAMINATIONS

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.

The University Examination period in First Half Year 2008 is from 11 to 27 June.

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>

CLASSROOM ETIQUETTE

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor. Students are expected to be quiet during lectures unless, of course, class participation is required. Mobiles should be turned off during classes; not simply set to “silent”.