

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

MKTG204  
Integrated Marketing  
Communications

Semester 1, 2011

*Department of Marketing & Management*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
UNIT GUIDE**

<b>Semester &amp; Year:</b>	Semester 1, 2011
<b>Unit convenor:</b>	Lawrence Ang
<b>Prerequisites:</b>	MKTG101. You MUST pass this unit in order to do this course.
<b>Credit points:</b>	3

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**ABOUT THIS UNIT**

- This unit considers the role of communication in marketing strategy. Given a target customer, a product and a pricing strategy together with decisions on specific distribution channels, a marketing communications program is necessary to persuade and inform distributors and customers of the company's marketing offer. The range of communications options available to an organisation is quite large and is increasing rapidly. Furthermore the options are becoming quite specific in their applications. It follows that a company's communication program is an important component of this strategy.

**TEACHING STAFF**

- Lecturer: Lawrence Ang ([Lawrence.ang@mq.edu.au](mailto:Lawrence.ang@mq.edu.au); tel: 9850-9135)
- Tutor: Jasmina Ilcic ([Jasmina.ilcic@efs.mq.edu.au](mailto:Jasmina.ilcic@efs.mq.edu.au))
- Tutor: Sonal Singh ([Sonal.singh@mq.edu.au](mailto:Sonal.singh@mq.edu.au))

**CONSULTATION TIMES**

- Consultation time with Lawrence: Mondays 1-3 pm; room 638, 6<sup>th</sup> floor, building E4A.
- Consultation time with tutors: during tutorials or by appointment at Consultation Room at E4B – 104.
- You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours.

Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## CLASSES

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Once the tutorial groups are formed, students cannot change their classes.
- Attendance will be taken in the tutorials.
- Warning: You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your group-work contribution.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, 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 must be quiet during classes, unless of course when class participation is required.
- Mobile phone must be turned OFF and not simply set to 'silent'.
- All laptops must be turned OFF in class.
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- All students have to complete two peer assessments, one for the case study presentation and the other on the pitch project.
- The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

## PRIZES

- None

## **REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

- Prescribed text: Integrated Advertising, Promotion and Marketing Communications, 4<sup>th</sup> Edition by Kenneth E. Clow and Donald Baack, Pearson, 2010.
- Prescribed unit materials: There will be 5 case studies students are expected to read for class presentations and discussion.

## **TECHNOLOGY USED AND REQUIRED**

- Students are required to learn how to use power point, word processing and blackboard.

## **UNIT WEB PAGE**

The web page for this unit can be found at: Blackboard <http://learn.mq.edu.au>

## **LEARNING OUTCOMES**

The learning outcomes of this unit are:

1. Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications literature.
2. Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.
3. Gain practical knowledge on how to structure an effective marketing message.

## **GRADUATE CAPABILITIES**

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability number 4 below (italicised).

1. Learn to apply marketing principles and tactics in local and global markets for organisations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).
2. Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.

4. *Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.*
5. Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.
6. Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximise a company's chances of achieving a sustainable competitive advantage.

In addition to the discipline based learning objectives above, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 2, 3 and 4 below (*italicised*).

1. Critical, Analytical and Integrative Thinking
2. *Problem Solving and Research Capability*
3. *Creative and Innovative*
4. *Effective Communication*
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning

#### TEACHING AND LEARNING STRATEGY

- The unit is taught by lecture and tutorial discussions.
- What is expected from students? Read in advance; prepare case studies for tutorials; follow current developments in the market place; be able to apply concepts in tutorial exercises; respond to questions raised during lectures; demonstrate enthusiasm for the subject; attend all group meetings; keep a diary and a "mindscribe" notebook of evolving concepts for your pitch project.

The topics to be covered each week are as follows:

##### **Session 1:** *week commencing 21 February*

Introduction to Integrated Marketing Communications (IMC) & Branding

- ✓ Read: Chapters 1 and 2

##### **Session 2:** *week commencing 28 February*

Buyer Behaviours

- ✓ Read: Chapter 3
- ✓ Group finalisation (in tutorials)
- ✓ Discussion of course assessments, peer assessment, leader's diary, each person's "mindscribe" notebook, case studies and pitch (in tutorials)
- ✓ Creative thinking exercise of a brand name for a chocolate cafe (in tutorials).

**Session 3: week commencing 7 March**

Promotions Opportunity Analysis & Brainstorming Techniques

- ✓ Read: Chapter 4
- ✓ Case study preparation (in tutorials)
- ✓ Check progress of pitch presentation (inspection of diary and notebooks in tutorials)
- ✓ Creative thinking exercise of a brand name and slogan for a chocolate cafe (in tutorials).

**Session 4: week commencing 14 March**

Advertising Management and Evaluating an Integrated Marketing Program

- ✓ Read: Chapters 5 and 15
- ✓ Case study presentation by group 1 (in tutorials)
- ✓ Case study presentation by group 2 (in tutorials)
- ✓ Case study presentation by group 3 (in tutorials)
- ✓ Check progress of pitch presentation (inspection of diary and notebooks in tutorials)

**Session 5: week commencing 21 March**

Advertising Design: Theoretical Frameworks and Types of Appeals; Message Strategies and Executional Framework

- ✓ Read: Chapters 6 and 7
- ✓ Case study presentation by group 4 (in tutorials)
- ✓ Case study presentation by group 5 (in tutorials)
- ✓ Check progress of pitch presentation (inspection of diary and notebooks in tutorials)

**Session 6: week commencing 26 March**

E-active Marketing

- Read: Chapter 9

**\*\*\*MID-TERM QUIZ (in tutorials)\*\*\***

**Session 7: week commencing 4 April**

Traditional Media Channels & Media Planning

- Read: Chapter 8
- ✓ Check progress of pitch presentation (inspection of diary and notebook in tutorials)
- ✓ Play creativity game (in tutorials)

----- **RECESS** -----

**Session 8: week commencing 25 April**

- Note: There are no classes this week because of Labour Day

**Session 9: week commencing 2 May**

Alternative Marketing, Public Relations and Sponsorship Programs

- Read: Chapters 10 and 13
  - ✓ Preparing for pitch and report (in tutorials)
  - ✓ Check progress of pitch presentation (inspection of diary and notebooks in tutorials)

**Session 10: week commencing 9 May**

Database, Direct Response Marketing

- Read: Chapter 11
  - ✓ Preparing for pitch and report (in tutorials)
  - ✓ Check progress of pitch presentation (inspection of diary and notebooks in tutorials)

**Session 11: week commencing 16 May**

Sales Promotions

- Read: Chapter 12
- ✓ Peer group & group creativity evaluation (in tutorials)
- ✓ Submission of all pitch reports and power-point slides (to be submitted in tutorials)
- ✓ Pitch presentations of first two groups (to be randomly drawn at the beginning of tutorials)

**Session 12: week commencing 23 May**

Regulations, Ethical Concerns

- Read: Chapter 14
- ✓ Pitch presentations of next two groups (to be randomly drawn at the beginning of tutorials)

**Session 13: week commencing 30 May**

- Review and revise for final examination
- ✓ Pitch presentations of last group (tutorial)

## RESEARCH AND PRACTICE

- This unit uses research by Lawrence Ang:
  - ❖ Ang, L. (in press). Community Relationship Management and Social Media.
  - ❖ Ang, L., Matukin, M. and Ohme, R. (2009). The Arousal and Affective Response to Music and Video-clips. International Conference of Research in Advertising, Klagenfurt, Austria, June.
  - Ang, L and Hutton, S. (2007). Achieving Visual Attention in Print. A preliminary study of visual fixations to deviant and evocative ads. International Conference of Research in Advertising, Lisbon, Portugal, June.
  - ❖ Ang, L. (2000). Towards a structural theory of creativity in print advertising: The remote associate matching theory model. *Australasian Marketing Journal*, 8 (1), pp. 31-44.
- This unit uses research from the following journals:
  - ❖ Journal of advertising
  - ❖ Journal of advertising research
  - ❖ Journal of marketing
  - ❖ Journal of consumer research
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research.

**RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

The assessment of the course has the following components:

	<b>Case study presentation (5%)</b>	<b>Pitch project (30%)</b>	<b>Mid-term quiz (15%)</b>	<b>Final exam (50%)</b>	<b>Total</b>
Description	<p>Each group will present a case study.</p> <p>Presentation is for 15 minutes, followed by 5 minutes of class questions or interactions.</p>	<p>This project is made up of presentation (10%) and write-up (20%).</p> <p>Presentation is for 15 minutes followed by 5 minutes of class questions based on the creative brief to be given in class.</p>	<p>This quiz is 50 minutes held during tutorial.</p> <p>20 multiple choice questions (5%) + 5 short questions based on all material covered in session 1 to 5 (10%).</p>	<p>The duration of the exam is 3 hour plus 10 minutes held during the exam period.</p> <p>60 multiple choice questions (20%), plus 20 short essay questions (30%).</p>	
Due date	<p>The presentations will be held in class in sessions 4 and 5.</p> <p>Power point presentations are due immediately after the presentation.</p>	<p>All groups must be ready to present in session 11, and will be randomly chosen on the day itself.</p> <p>All power point presentation slides as well as reports are due on session 11 to be submitted to your tutor during tutorial.</p>	<p>Session 6 tutorial. Please be seated 5 minute before class.</p>	<p>Please check the exam timetable for location and time.</p>	
Marking criteria/standards &	<p>Students are expected to (1)</p>	<p>The write up is a formal report of the</p>	<p>This is a early-warning test to</p>	<p>n/a</p>	



	<b>Case study presentation (5%)</b>	<b>Pitch project (30%)</b>	<b>Mid-term quiz (15%)</b>	<b>Final exam (50%)</b>	<b>Total</b>
expectations	<p>answer the questions set for the case study; (2) make the presentation as interesting by as possible.</p> <p>See a document called "Assessment criteria" on unit website for more details.</p>	<p>pitch presentation. It allows the group to communicate what was not possible during the pitch.</p> <p>See a document called "Assessment criteria" on unit website for more details.</p>	see if you have been studying.		
Submission method	In class to tutor	In class to tutor	In class to tutor	n/a	
Feedback	Verbal and written feedback will be given in session 6.	Written feedback will be given before the final examination.	Feedback will be given after the mid-session break in tutorials & lecture.	n/a	
Estimated student workload (hours)	7 hours	30 hours	30 hours	30 hours	97 hours
<b>Learning outcomes assessed:</b>					
1. Identify and define key terms, concepts, frameworks, models and theories often discussed to in the marketing communications			15	40	55%

	<b>Case study presentation (5%)</b>	<b>Pitch project (30%)</b>	<b>Mid-term quiz (15%)</b>	<b>Final exam (50%)</b>	<b>Total</b>
literature.					
2. Understand principles of brainstorming and creativity in order to develop a good communication strategy for efficient cut-through and positioning of the brand.		5		10	15%
3. Gain practical knowledge on how to structure an effective marketing message.		5			5%
<b>Graduate capabilities assessed:</b>					
1.Problem Solving & research capability		5			5%
2.Creative and innovative		10			10%
3.Effective communications	5	5			10%
<b>Total</b>	5%	30%	15%	50%	100%

- Students must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction of group-work contribution.
- Students may only sit for the test once in your enrolled tutorial class. Failure to sit for this test will result in a zero grade. Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).
- Students who failed their mid-term quiz will be counselled as an early warning that they have to work harder.
- Late submissions (up to 24 hours) will be penalised at 50% of the grade.

## **Examinations**

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

The University Examination period in First Half Year 2011 is from 6 to 24 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/APSCon.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. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:  
<http://www.mq.edu.au/policy/docs/examination/policy.htm>

## **ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:  
[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## **GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction  
D - Distinction  
CR - Credit  
P - Pass  
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:  
<http://www.mq.edu.au/policy/docs/grading/policy.html>

## **GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandeconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandeconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals)

## **SPECIAL CONSIDERATION**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: [http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

## **STUDENT SUPPORT SERVICES**

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

## **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.