Unit code: MKTG 310
Unit Name: Integrated Marketing Communications

First Semester, 2009

Department of Business
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.

- Understanding this unit will help consolidate your learning in Marketing Strategy (MKTG303) and Brand Management (MKTG206).

- This unit is 3 credit points

TEACHING STAFF

- Lawrence Ang (Lawrence.ang@mq.edu.au; tel: 9850-9135 and Consultation time: Wednesdays 2-4pm). No consultation will be conducted by e-mail.

CLASSES

- Number and length of classes: 3 hours face-to-face teaching per week

- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

- Note: There are no classes on Good Friday, 10th April.

- Once the groups are formed, students cannot change their classes.
• Students have to attend at least 80% of classes to get a passing grade. Attendance will be taken in class.

• Medical certificates must be given to the lecturer if you are not able to attend a class without incurring a penalty.

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


• Prescribed unit materials: There will be 10 articles students are expected to read for class presentations and discussion (see table 1). These articles can be downloaded from the unit website.

**UNIT WEB PAGE**

The web page for this unit can be found at: Blackboard [http://learn.mq.edu.au](http://learn.mq.edu.au)

**LEARNING OBJECTIVES AND OUTCOMES**

The learning objectives of this unit are as follows:

• 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.

The learning outcomes of this unit are as follows:

• Identify and define key terms, various concepts, frameworks and models often discussed in the academic and popular literature;

• Understand the current state-of-the-art knowledge on effective marketing communications.

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students’ generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

• Self-awareness and interpersonal skills;
• Communication skills;
• Critical analysis skills;
• Problem-solving skills;
• Creative thinking skills.
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.

The topics to be covered each week are as follows:

**Session 1: week commencing 23rd February**
Introduction and the concept of Integrated Marketing Communications (IMC)
- Read: Chapters 1 and 2

**Session 2: week commencing 2nd March**
Organising for advertising and promotions, communications plan and budgeting
- Read: Chapters 7 and 8

**Session 3: week commencing 9th March**
Consumer behaviour and the communication process
- Read: Chapters 4, 5 and 6
- Paper presentation by group 1

**Session 4: week commencing 16th March**
Media Planning and Strategy, Evaluation of Broadcast and Print Media
- Read: Chapters 10, 11 (up to p. 397)
- Paper presentation by group 2

**Session 5: week commencing 23rd March**
Message Strategy and Execution
- Read: Chapter 9
- Paper presentation by group 3

**Session 6: week commencing 30th March**
Measuring the Effectiveness of promotional program
- Read: Chapter 12
- Paper presentation by group 4

**Session 7: week commencing 6th April**
Direct Marketing
- Read: Chapter 13 (p. 463 to 478)
- Paper presentation by group 5
- Note: There are no classes on Good Friday, 10th April

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**Session 8: week commencing 27th April**
MID-TERM QUIZ
Internet and Interactive Marketing
- Read: Chapter 13 (p. 478 to 495)
- Paper presentation by group 5

**Session 9: week commencing 4th May**
Personal selling
LECTURES ETIQUETTE

Students must arrive at lectures on time, certainly not later than five minutes past the first hour, and not to depart until the session ends. If you have a recurring problem that makes you late, or forces you to leave early, please discuss this with your lecturer.

Mobiles must be turned OFF during lectures, not simply set to “silent”. All laptops must be turned OFF in class.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The objective of the examination is to demonstrate to the lecturer 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.

| a. Class paper presentation | 20% | Each group will present a paper outlined in table 1 below | Presentation is for 30 minutes, followed by 10 minutes of class questions or interactions. Students are expected to make the presentation as interesting by as possible without meandering from the main issues. Power point presentations are due immediately after the presentation. |
b. Mid-term quiz  
- **20%**  
- 60 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.

c. Mock essay exam  
- **0%**  
- One short essay. Students are expected to attempt this at home.  
- This will be a take-home question given to the class in session 7. This question will also be made available on black board in week 7.
- In session 8, the answer to this question will be discussed in class. Students are advised to bring their answers to class. This will self-evaluated.

d. Final examination  
- **60%**  
- 60 multiple choice questions (40%), plus 3 out of 6 short essay questions (60%), based on all material covered in session 1 to 12.  
- The duration of the exam is 3 hour plus 10 minutes held during the exam period. Please check the exam timetable for location and time.

- Students who failed their mid-term quiz will be counselled as an early warning that they have to work harder; similarly, for their self-evaluation of the mock exam, students are advised to come and see the lecturer if they feel that they are completely off the mark in this mock essay exam.
- Class paper presentations: **20%**

Class paper presentations

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>
<thead>
<tr>
<th>Groups presenting</th>
<th>Papers to present</th>
<th>Presented in session:</th>
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<tbody>
<tr>
<td>1</td>
<td>Lodish and Mela (2007) If brands are built over years, why are they managed over quarters? <em>Harvard Business Review</em>, July/August, 104-112</td>
<td>3</td>
</tr>
</tbody>
</table>
The group presentation will be evaluated on 4 main criteria. These are effective communications (A), critical thinking (B), creative thinking (C) and problem solving and social awareness (D) (see table 2 below).

A. Effective Communications
First, the group must be able to attract and sustain the attention of the audience throughout the period. If the presentation is ‘boring’ and delivered in a way that is without ‘life’ or enthusiasm, the class will go to sleep.

B. Critical Thinking
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, especially the use of evidence or examples to make a cogent argument.

C. Creative Thinking
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.

D. Problem solving and social awareness
Finally, the group is expected to guide class discussions, anticipate and answer all questions intelligently.

Ten percent of the marks will be deducted if the presentation fails to start on time. Another 10% will be deducted if the presentation exceeds the allocated time. 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

<table>
<thead>
<tr>
<th></th>
<th>Poor</th>
<th>Satisfactory</th>
<th>Excellent</th>
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<tbody>
<tr>
<td>Presentation of evidence to support your position with regard to these issues</td>
<td>1 2 3 4 5</td>
<td></td>
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<tr>
<td>Generation of new insights</td>
<td>1 2 3 4 5</td>
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<td>Application of ideas in a different context</td>
<td>1 2 3 4 5</td>
<td></td>
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<tr>
<td>Ability to argue convincingly with good examples</td>
<td>1 2 3 4 5</td>
<td></td>
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<tr>
<td>Quality of response to questions</td>
<td>1 2 3 4 5</td>
<td></td>
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<tr>
<td>Ability to guide discussions in class</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ability to anticipate questions in class</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
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<tr>
<td>Time keeping</td>
<td>1 2 3 4 5</td>
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</table>

All group members have to present for at least 5 minutes. They are expected to ‘pull their weight’ in making the presentation a successful one. This includes turning up for meetings, researching 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: _____________

<table>
<thead>
<tr>
<th>Name</th>
<th>Mark</th>
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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.
• By reading the text and coming to lectures, students will gain a solid theoretical grounding of effective marketing communications, especially with regards to various concepts, frameworks or models often discussed in the academic and popular literature;

By reading the papers and doing the presentations, students will gain an understanding of the real world issues necessary to be a good marketing communications manager, separating the myths from facts about the effectiveness of various tactics used in marketing communications.

• For the class presentations, feedback will be given straightaway after the presentation. For the mid-terms quizzes, feedback will be given two weeks later.

• Groups who are not ready for the presentation or exceed their time limit will have 10% of their marks deducted.

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

**Final Examination**

The University Examination period in First Half Year 2009 is from 8th June to 26th 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](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](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.)

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 alignment or relationship between the learning outcomes and graduate capabilities are found in appendix 1*
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.

DETERMINATION OF OVERALL GRADE

Please refer to pages 43 and 91 of the 2009 Handbook of Undergraduate Studies.

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.
<table>
<thead>
<tr>
<th>Graduate capabilities</th>
<th>Learning Outcomes</th>
<th>Paper presentation</th>
<th>Mock exam question</th>
<th>Mid-term quiz</th>
<th>Final Exam</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Effective Communication</strong></td>
<td>Ability to attract and sustain attention</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
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<td></td>
<td>Clarity of expression</td>
<td>Yes</td>
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<td></td>
<td>Passion/enthusiasm in delivery</td>
<td>Yes</td>
<td></td>
<td>Yes</td>
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<tr>
<td><strong>Critical Thinking Skills</strong></td>
<td>Homing in' on critical issues</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
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<td></td>
<td>Evaluating the pros/cons of key issues</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Evidence to support position</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
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<tr>
<td><strong>Creative Thinking Skills</strong></td>
<td>Generation of new insights</td>
<td>Yes</td>
<td></td>
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