



**DIVISION OF ECONOMIC AND FINANCIAL STUDIES**

**GRADUATE ACCOUNTING AND COMMERCE CENTRE**

**MKTG802 Classes 01 & 02:**  
**MARKETING COMMUNICATIONS**

**Lecture location:**

**Class 01 E5A 107, Fridays 10am – 1pm**

**Class 02 E5A 119, Tuesdays 9am – 12noon**

**UNIT OUTLINE**

**Semester 1, 2007**

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: Principles of marketing.
- 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: Tel 02 9516 3515 or 0417 208 036; e-mail [rmiller@efs.mq.edu.au](mailto:rmiller@efs.mq.edu.au)
- Consultation availability: Before lectures. Bob works off-campus, but telephone or e-mail questions will be answered within a short time frame.

## CLASSES

- Number and length of classes: 12 x 3 hour lectures plus a 3 hour examination.
- The timetable for face-to-face classes can be found on the GACC web site at: <http://www.gacc.mq.edu.au/ttable.htm>

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed text:

**Morgan, A. (1999) - *Eating the Big Fish: how challenger brands can compete against brand leaders*. NY: Wiley**

- 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.
- McKee, R. (1998) – *Story*.UK: Methuen.
- 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      *Storytelling that moves people*, Robert McKee
- Sept.03     *How to Pitch a Brilliant Idea*, Kimberly D. Elsbach
- Jan.02      *Selling the Brand Inside*, Colin Mitchell
- Oct.01      *Boost Your Marketing ROI with Experimental Design*, Eric Almquist & Gordon Wyner
- May 03     *Diamonds in the Data Mine*, Gary Loveman
- Nov.03     *Wanted: Chief Ignorance Officer*, David Gray
- Dec. 03     The One Number You Need to Grow, Frederick F. Reichheld

### **Recommended Websites**

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

Useful marketing spreadsheets:

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

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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 WebCT.

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

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#### 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.

## MKTG 802 Class 01 E5A 107

|         |  |         |
|---------|--|---------|
| Lecture |  | Reading |
|---------|--|---------|

|  | Topics covered   |                             |
|--|--|-----------------------------|
| <b><u>Class 01</u></b><br>Lec # 1<br>Friday<br>March 2 | Introduction to the course and its administration.<br>Review the Major Assignment tasks.<br>Examine the role of our text book and its relevance to the Major Assignment.<br>Explore the role of marketing communications in modern business. | Morgan                      |
| Lec # 2<br>Friday<br>March 9                           | Advertising: developing a brief that will produce advertising that works.<br><br><i>QUIZ # 1</i>   | Trout;<br>Sutherland; McKee |
| Lec # 3<br>Friday<br>March 16                          | Public Relations: should it lead or follow?<br>Is PR just free advertising or is it much more than that?<br>Conducting product recalls.<br>Managing Corporate reputation.<br>Managing in a PR "crisis".<br><br><i>QUIZ # 2</i>               | Ries                        |
| Lec # 4<br>Friday<br>March 23                          | Value-based marketing and marcomms Rol.<br><br><i>QUIZ # 3</i>   | Doyle                       |
| Lec # 5<br>Friday<br>March 30                          | Market research.<br><br><i>QUIZ # 4</i>  | Morgan                      |
| Lec # 6<br>Friday<br>April 6                           | Word-of-mouth referrals: creating epidemics of demand....the most powerful advertising of all.<br>EASTER, Mid-semester Break <i>QUIZ # 5</i>   | Gladwell                    |
| Lec # 7<br>Friday<br>April 27                          | Sponsorships: how to manage them and how to acquire them.  | Grey/ Skildum-Reid          |
| Lec # 8<br>Friday<br>May 4                             | Selling ideas and products on the internet.  | Anderson                    |
| Lec # 9<br>Friday<br>May 11                            | Media planning and buying: how much is enough?<br><b><u>ASSIGNMENT DUE TODAY AT E5A 107</u></b>  | Jones                       |
| Lec # 10<br>Friday<br>May 18                           | Direct marketing B-to-B and B-to-C.  | Auld                        |
| Lec # 11<br>Friday<br>May 25                           | Conferences and conventions: coming face - to - face with the market place.  | Morgan Chapter 15           |

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|------------------------------|---|--|
| Lec # 12<br>Friday<br>June 1 | Review and Revise for Final Examination.<br><br>Assignments returned to students. |  |
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|------------------|--|--|
| Friday<br>June 8 | FINAL EXAMINATION Class 01<br>Room E5A 107, 10 am - 1 pm |  |
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## MKTG 802 CLASS 02 E5A 119

| Lecture   | Topics covered  | Reading                     |
|---|---|-----------------------------|
| <u>Class 02</u><br><br>Lec # 1<br>Tuesday<br>Feb 27 | Introduction to the course and its administration.<br>Review the Major Assignment tasks.<br>Examine the role of our textbook and its relevance to the Major Assignment.<br>Explore the role of marketing communications in modern business. | Morgan                      |
| Lec # 2<br>Tuesday<br>March 6                       | Advertising: developing a brief that will produce advertising that works.<br><br><i>QUIZ # 1</i>  | Trout;<br>Sutherland; McKee |
| Lec # 3<br>Tuesday<br>March 13                      | Public Relations: should it lead or follow?<br>Is PR just free advertising or is it much more than that?<br>Conducting product recalls.<br>Managing Corporate reputation.<br>Managing in a PR "crisis".<br><br><i>QUIZ # 2</i>              | Ries                        |
| Lec # 4<br>Tuesday<br>March 20                      | Value-based marketing and marcomms Rol.<br><br><i>QUIZ # 3</i>  | Doyle                       |
| Lec # 5<br>Tuesday<br>March 27                      | Market research.<br><br><i>QUIZ # 4</i>   | Morgan                      |
| Lec # 6<br>Tuesday<br>April 3                       | Word-of-mouth referrals: creating epidemics of demand....the most powerful advertising of all.<br><br><i>QUIZ # 5</i>   | Gladwell                    |
| Lec # 7<br>Tuesday                                  | Sponsorships: how to manage them and  | Grey/ Skildum-Reid          |

|  |   |                          |
|--|---|--------------------------|
| <b>April 24</b>                        | <b>how to acquire them.</b>   |                          |
| <b>Lec # 8<br/>Tuesday<br/>May 1</b>   | <b>Selling ideas and products on the internet.<br/><i>ASSIGNMENT DUE TODAY at E5A 119</i></b> | <b>Anderson</b>          |
| <b>Lec # 9<br/>Tuesday<br/>May 8</b>   | <b>Media planning and buying: how much is enough?</b>   | <b>Jones</b>             |
| <b>Lec # 10<br/>Tuesday<br/>May 15</b> | <b>Direct marketing B-to-B and B-to-C.<br/>Assignments returned to students.</b>              | <b>Auld</b>              |
| <b>Lec # 11<br/>Tuesday<br/>May 22</b> | <b>Conferences and conventions: coming face - to - face with the market place.</b>            | <b>Morgan Chapter 15</b> |
| <b>Lec # 12<br/>Tuesday<br/>May 29</b> | <b>Review and Revise for Final Examination.</b>   |                          |

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|---------------------------|--|--|
| <b>Tuesday<br/>June 5</b> | <b>FINAL EXAMINATION Class 02<br/>Room E5A 119                    9am – 12noon</b> |  |
|---------------------------|--|--|

#### **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.

The objective of the examination is to convince the lecturer that students have learned the lessons of the lectures and text book to the extent that they can demonstrate that they can apply them to resolving problems or prove that they can recall the basic rules and principles of the subject as taught.

In-lecture quizzes provide students with early feedback on their whether or not they have fully understood the basic principles of five key lectures. Each of the five quizzes will offer a maximum of 3 marks: a total of 15.

Assessments:



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

- |                               |                      |
|-------------------------------|----------------------|
| ◆ Final Examination           | 50%, (i.e. 50 marks) |
| ◆ Major Individual Assignment | 35% (i.e. 35 marks)  |
| ◆ In-lecture quizzes          | 15% (i.e. 15 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: **Class 02 Tuesday, May 1st at 9 am;**  
**Class 01 Friday May 11 at 10am;**

Marked work is due to be returned to students **Class 02 May 15th;**  
**Class 01 June 1st .**

- Where students are to hand in their assignments: **At lecture.**
- 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](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: **Class 02 June 5th at 9 am in E5A 119;**  
**Class 01 June 8<sup>th</sup> at 10am in E5A 107**
- Exam duration: 3 hour exam: NO 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 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>.

## 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>

## 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 35% of the marks for the unit.

### 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 the Marketing Manager for Lexus motor cars in Australia.

You sell 2000 new cars each month. You currently spend \$1000 pnr (per new vehicle retailed) on marcomms activities.

Lexus is a high-priced, high quality, technologically advanced brand with high margins enjoyed by its 40 dealers around Australia. It is not, perhaps, as prestigious in some peoples' minds as Mercedes Benz or BMW, but it is relatively new to the luxury car market and brand reputations can take decades to evolve in consumers' minds.

You offer ten vehicles in your current range. Soon, you will add an all-new stretched limousine version of the large Lexus LS430. It will be offered with a remarkable new hybrid electric/petrol 5.0 Litre V8 engine configuration. It offers 8.5 Litre/100km fuel economy. That is remarkably fuel-efficient (equal to a small car) but on the other hand, people who can afford a quarter of a million dollars for a new luxury car are not too disturbed about a petrol bill...more often than not, they don't even fill their own

cars. On the other hand, they do want to be respected for "caring" about the environment...although in reality, the car weighs 3 tonnes.

Your small car range will also be updated at the same time as you launch your stretch luxury car.

Actually, the entire range, the "umbrella" brand Lexus could do with a refreshment...perhaps a more contemporary look, feel, sound, even smell, that will seduce buyers who normally consider only Mercedes, BMW or Audi...all German/European marques.

You wish to convince your Board of Directors to invest double the amount of cash in advertising and PR and other marcomms activities as a long-term investment in doubling sales and making Lexus the leading brand of luxury cars in Australia. But, like any Board, they are wary of putting costs up without being convinced they will see an immediate return on their investment in marcomms actions. The Finance Director in particular is deeply sceptical that cash should be spent when it could be retained as profit.

You have many concurrent challenges as a marketing professional. You want to launch spectacular new cars, update your range of small cars and stimulate increased demand for them, make your dealers confident that they should stock more of your cars and agree to take at least one of your expensive (\$240,000) new stretch cars into showroom stock because they are confident they will sell/deliver one every second month.

You also want to refresh your "umbrella" brand image so future demand will be higher than it is today.

Mount an argument to convince the Board of Directors to grant you the funds you need to fulfil your marketing communications ambitions. You want to lift your spend substantially to \$2500 pnv. That would put you above the market leader Mercedes.

Develop briefs for all your marcomms suppliers...ad agency, PR agent, direct marketers, market researchers, conference/show & exhibition advisers, internet gurus, sponsorship advisers, word-of-mouth experts, media planners & buyers.

Draft a document that will ensure all these players and any others you might use can all understand precisely what their roles will be in the overall attack on the market, and how they will integrate their efforts so the whole of your campaign is greater than the sum of the parts.

Tell them what you expect of them, when and where you expect it and how you will judge the success or otherwise of their efforts on your brand's behalf.

**Press anticipatory report...Sydney Morning Herald, DRIVE section, January, 2007.**

“The ultimate Lexus” will make its grand entrance in Australia this March, aiming to set new refinement and gadgetry benchmarks in the battle to be the chairman’s luxury car of choice.

Toyota's claim for the LS460, the next-generation version of the company's BMW 7-Series and Mercedes S-Class rival, is not meant to be hyperbole. The all-new, five-metre-long limousine – which will be followed a few months later by the LS600hL that features an even longer wheelbase and a V8 hybrid engine – serves on a silver platter a range of features designed to attract the discerning customer. These include adjustable rear seats with massage function, a 19-speaker Mark Levinson audio system linked to a built-in hard drive capable of storing up to 4000 songs, an air-con system that controls cabin climate in various zones based on its measurement of both air and passenger temperatures, and the ability to park itself using a combination of cameras, sensors and computer. Expect a starting price from \$185,000 upwards for the 280kW 4.6-litre V8 Lexus flagship that features the world's first eight-speed automatic, with the petrol-electric model breaking easily through the \$200,000 barrier. Lexus's high-performance IS sedan – the IS-F - debuted at this month's Detroit motor show, and the allnew Lexus supercar will be revealed towards the end of the year...

<http://www.drive.com.au/Editorial/ArticleDetail.aspx?ArticleID=22724> (12 of 22)25/01/2007 10:33:17 AM