



International College of Management Sydney

In association with



**MACQUARIE
UNIVERSITY**

FACULTY OF BUSINESS AND ECONOMICS

DEPARTMENT OF BUSINESS

GRADUATE STUDIES OFFICE

Media Management
ICMS821

UNIT OUTLINE
Semester 1 - 2009

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit.

Lecturer:

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ABOUT THIS UNIT

There are many terms used to describe the widespread and exciting field of marketing communication activities. Media management has become a vital part of strategic planning and encompasses the escalating array of communications that are essential if a firm is to succeed in new ventures and be sustainable in old markets. Markets need to be managed well and relevant target audiences carefully defined if communications are to be successful. The Internet and fragmentation of the media pose challenges to the marketing manager and this unit highlights the many facets of media management with integrated communication & international perspectives. All of the promotional elements of the marketing mix involve communications between an organisation and its target audiences and all depend on good media management practices which ultimately affect the marketing performance.

Students must have completed, at least, a Marketing Fundamentals course since a clear understanding and knowledge of basic marketing concepts is required in order to follow class discussions.

The overall aim of this unit is to examine strategic marketing so as to fit the media to the market. The topics of planning, analysing and implementing the marketing communications process add depth to the drive for integrated marketing communications, encompassing the audience and environment, measurement and the media.

Credit Points:4

TEACHING STAFF

Kevin Reid.
Email: kreid@icms.edu.au

CLASSES

12 x 3 hour lecture/tutorials.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed textbook:

Marketing and Advertising Using Google (2007).ISBN: 1-426-62737-8.

This book will be available electronically on the ICMS821 unit web page.

Recommended texts and readings:

Assignment readings are available on the Blackboard site and from Google; http://www.google.com/onlinechallenge/students_guides.html For further reading, you can borrow some books from the ICMS library (some in the

Reserve Area) or use inter-library loans. Additionally, some handouts will be distributed in class.

- Clow, K. E. and Baack, D (2007) *Integrated Advertising, Promotion, and Marketing Communication*, 3rd Ed. Pearson Prentice Hall. New Jersey
- George E. Belch and Michael A. Belch (2003) *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 6th Ed. U.S.A.: McGraw-Hill
- Kitchen, P. J. (1999) *Marketing Communications: Principles and Practice*, London, GB, Thomson.
- John R Rossiter and Steven Belman. (2005) *Marketing Communications*. Pearson Prentice Hall Sydney
- Luntz, Frank I (2007) *Words that Work: it's not what you say, it's what people hear. 1st Ed.* Hyperion Books New York
- McGuire, Russell (2007) *The Power of Mobility: how your business can compete* 1st Ed. John Wiley & Sons New Jersey

Some industry journals are available in the Pollard Resource Centre at Manly, and some are available on sale at newsagents; e.g.

- Ad News
- B & T Weekly
- International Journal of Advertising
- "Media and Marketing" Sydney Morning Herald, Thursday editions
- "Media and Marketing" The Australian, Monday editions

The following websites are also useful sources of information:

- Australian Bureau of Statistics www.abs.gov.au
- Australian Trade Commission www.austrade.gov.au
- Australian Marketing Institute www.ami.org.au
- Alta Vista's translation service www.babelfish.altavista.com
- B & T Weekly www.bandt.com.au
- Business Week www.businessweek.com/1999/99_07/b3616001.htm
- Countries and Regions www.state.gov/countries
- e-Commerce – www.ebay.com;
www.zazzle.com/welcome/first_time_visitors/default.asp
- Market Research Society of Australia www.mrsa.com.au
- Telemarketing counterscript www.xs4all.nl/~egbg/counterscript.html
- Viral marketing www.planettribes.com/allyourbase/

UNIT WEB PAGE

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

LEARNING OUTCOMES

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

The learning outcomes of this unit are:

- Understanding IMC principles and practices
- Explaining communications theories and research
- Applying E-commerce and CRM principles
- Using public relations as an IMC tool
- Devising communications strategies
- Understanding media planning and buying considerations
- Evaluating communications strategies

TEACHING AND LEARNING STRATEGY

This unit is lecture and tutorial-based. Typically, the class-time structure will be as follows:

Hour	Type	Activity
1st	Lecture	<ul style="list-style-type: none">▪ Brief discussion of questions you might have▪ Discussion of the current lecture's topics▪ Short break
2nd	Lecture	<ul style="list-style-type: none">▪ Continuation of discussion of the current lecture's topics▪ Answering questions you might have▪ Short break
3rd	Tutorial	<ul style="list-style-type: none">▪ Possibly a guest speaker (Two planned for this semester)▪ Case study relevant to the assigned topic.▪ Discussion of case, by student teams and lecturer▪ Closing comments

During lectures, integrated marketing communications theory and practices will be discussed. During tutorials, students will be presented with real-world and dramatised cases. The class discussion will be team based and collaborative with a focus on a

thorough analysis of the situation, applying theory to the case, evaluating possible options and recommending a realistic and promising solution.

The lecture notes will be posted on <http://learn.mq.edu.au> (MQ Blackboard CE6). For your own convenience it is recommended to print hardcopies of the respective notes when coming to class. The recording (video or tape) of lectures or tutorials is *not* permitted. If you miss a class/tutorial, ask a colleague for her/his notes.

**ICMS821 Lecture and Tutorial Outline
Semester 1, 2009 – Wednesday Class**

Week	Date	Lecture	Tutorial
1	25 Feb	Introduction to IMC Principles and semester Overview.	Team Formation
2	4 Mar	Communications Theory and Research	1 st Assignment briefing
3	11 Mar	E-Commerce and Relationship Marketing	Guest speaker
4	18 Mar	Public Relations & Marketing	Case Study video
5	25 Mar	Current IMC Industry Practice	Case Study Activity
6	1 Apr	IMC for Entrepreneurs and Not for Profit	Case Workshop
7	8 Apr	Communications Strategy Development	Strategy Presentations
		<i>Mid Semester Break</i>	
		<i>(10 Apr – 26 Apr)</i>	
8	29 Apr	Professional Practice Activities	Guest Speaker
9	06May	Media Planning and Buying	Planning Case Study
10	13 May	International Brands and IMC	International Case Study
11	20 May	Devising communications strategies	Case Presentations
12	27 May	Review of Semester Topics <i>(Lecturer Evaluation → Official Student Feedback)</i>	Questions + Answers
13	03 Jun	<i>Final exam (3 hours)</i>	None

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

- The Assessment tasks are centred on class groups competing in the world-wide *Google Online Marketing Challenge*. i.e working in groups to develop an on line marketing campaign for a small to medium business. These practical tasks provide an accelerated learning of the principles and practice of contemporary Integrated Marketing Communications.
- The assessment components of this unit are as follows:

Piece	Issue Date	Submission Date	Weighting	Assessment Type
1	Week 2	TBA	15%	Group Reports and Campaign Strategy
2	Week 2	TBA	25%	Group Client Post Campaign Reports
3	Week 12	Week 12	50%	Final exam
Various		On-going	10%	Individual contribution to class debate/discussion
Submission Details Return Details		Submit: 1 & 2 To K Reid and to Google Reports returned by: K Reid		

All students are required to complete any assigned reading; prepare for and attend all classes (i.e. class attendance and participation is compulsory); participate in class discussions; complete assignments and complete the final examination.

80% attendance at classes (i.e. lectures and tutorials) is a prerequisite to passing this course.

Critical Pass: Besides having to pass this unit *overall* (i.e. achieving a final mark of minimum 50 out of 100 points), students must also pass the final exam in order to pass this unit. Hence students must achieve a minimum of 25 out of 50 maximal points for the final exam (regardless of the mark achieved for the other assignments). Students failing to meet this requirement will be awarded an F grade and will be required to repeat the unit. Furthermore, they will be given a final mark commensurate with their final exam in percentage of the critical pass mark of 50. In other words, their final mark will be the mark achieved in the final exam only in percentage of the critical pass, and will then not include the case study and pitch presentation assignment mark.

please avoid this situation *yourself* by studying *hard* - be prepared for the classes and also study on a *regular basis throughout the semester* in order to be well prepared for the final examination.

No correspondence will be entered into directly with any student regarding *academic performance*, i.e. marks/grades of assignments, or final exams. *Please also note that emails will not be replied to after the final exam.* Students wishing to appeal their grade must do so through the authorised

University channel. The only time marks can be changed is due to an error in adding up. As this is done automatically through a spread-sheet, it is highly unlikely that this situation will ever arise.

Assessment Task1: Google Challenge Pre Campaign Strategy Report

Your class has been entered in the *Google Online Marketing Challenge*. Your task, working in groups of six, is to develop an on line marketing campaign for a small to medium business who do not yet have an AdWords account. The reports you produce will be submitted to me and to Google. The best team in the region will win a trip to Google HQ in the USA for the Grand Final (with their lecturer!) More details will follow next week but you should be aware that your team will need to follow this timeline.

1. Nominate a team captain. Only then can your lecturer arrange for the student teams to receive their US\$200 AdWords accounts. Your lecturer will receive instructions from Google and let you know next steps, but you need to choose a team captain as part of this process.
2. Select a business to work with. Your team must agree with your lecturer on the business you will be working with. You will need to present the business with a copy of the letter to Businesses (included with the guide) and have them verbally agree to work with you.
3. Meet with your business and write your Pre-Campaign Strategy. To be successful in the Challenge, you will need to understand what the business does and what it hopes to achieve from online marketing. Allocate time to meet with them, write your Pre-Campaign Strategy and submit it to your lecturer and Google before you start your campaign. (Instructions on how to submit your reports to Google will be provided).

Assessment Task 2: Campaign and Summary Report

1. Set up your AdWords account and begin your campaign. Once you receive your US\$200 account access, you should review the guide to *Running Your AdWords Account* for details on how to structure your account. Your campaign must run for three consecutive weeks between the **19th of April and the 10th of May**. Over these three weeks your team will check the results, run reports and optimize your campaign.
2. Write your Post-Campaign Summary. Within three weeks after your campaign has ended, your team will write and submit a Campaign Summary to your lecturer and Google. This report must be submitted to Google by the published date (TBA) or your team will not be considered for regional and global judging. (Instructions on how to submit your reports to Google will be provided soon). Remember:

Google MUST receive both your Pre-Campaign Strategy and Post-Campaign Summary on time!

3. Submit your recommendations to your selected business. Once your campaign is over and your reports are complete, make sure you submit your recommendations to your selected business. If you and the business believe Google AdWords is right for them, they should send an email to: onlinechallengebusiness@google.com requesting that they would like to begin their own AdWords campaign in line with your recommendations.

Note:

- In order to be eligible to win the Challenge, all student teams MUST submit both the Pre-Campaign Strategy and Post-Campaign Summary reports. The form to upload reports can be found at https://services.google.com/inquiry/gomc_report.
- The Pre-Campaign Strategy should be submitted to your lecturer and to Google before the team starts their campaign.
- The Post-Campaign Summary should be submitted to your lecturer and to Google within 3 weeks after the campaign has ended and must be with Google before published due date (TBA).
- The reports should be uploaded in one of the following formats - Word Document (.doc), PDF (.pdf) or Rich Text Format (.rtf)
- For more detail on structuring their reports teams should refer to the student guide (http://www.google.com/onlinechallenge/student_guide.pdf)

EXAMINATION

Assessment Task 3: The Examination

The examination will be closed book and of three hours duration, conducted on the Manly Campus **Wednesday 03 June**.

It will be in the form of a series of short answer questions and case studies designed to test understanding of the underlying principles and their application in real world situations with respect to the unit's learning outcomes.

Note that MQ policy is that a pass in the exam is required for a pass in the unit irrespective of accumulated marks.

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.

Grade definitions

HD	High Distinction 85-100%	<i>Denotes performance which meets all unit objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition.</i>
D	Distinction 75-84%	<i>Denotes performance which clearly deserves a very high level of recognition as an excellent achievement in the unit.</i>
Cr	Credit 65-74%	<i>Denotes performance which is substantially better than would normally be expected of competent students in the unit.</i>
P	Pass 50-64%	<i>Denotes performance which satisfies unit objectives.</i>
PC	Pass Conceded 45-49%	<i>Denotes performance which meets unit objectives only marginally.</i>
F	Fail 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily.</i>
FA	Fail Absent 0-44%	<i>Denotes that a candidate has failed to complete a unit satisfactorily and was absent from a compulsory final examination</i>
W	Withdrawn	<i>No grade as student withdrew with permission prior to final examination</i>
I	Incomplete	<i>Grade yet to be determined as all assessment tasks have not yet been completed</i>
IS	Incomplete Supplementary	<i>Supplementary examination approved and yet to be completed</i>

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>