



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 2 - 2009

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

Lecturer:
Kevin Reid
kreid@icms.edu.au

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

Recommended texts and readings:

Assignment readings will be available on the Blackboard site and for further reading, you can borrow some books from the ICMS or MQ libraries (some in the Reserve Area) or use inter-library loans. Additionally, some handouts will be distributed in class.

- Clow, K. E. and Baack, D *Integrated Advertising, Promotion, and Marketing Communication*, 3rd Ed.(2007) Pearson Prentice Hall. NJ
- Belch, G and Belch M *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 7th Ed. (2007): McGraw-Hill

- Chitty, W, Barker, N & Shimp, T. *Integrated Marketing Communications*, 2nd Ed (2008) Cengage Learning Australia
- Kitchen, P. J. *Marketing Communications: Principles and Practice*, (1999) London, GB, Thomson.
- John R Rossiter and Steven Belman. *Marketing Communications*. (2005) Pearson Prentice Hall Sydney
- Luntz, Frank I *Words that Work: it's not what you say, it's what people hear*. 1st Ed. (2007) Hyperion Books New York
- McGuire, Russell *The Power of Mobility: how your business can compete* 1st Ed. (2007) John Wiley & Sons New Jersey
- *Marketing and Advertising Using Google* (2007). ISBN: 1-426-62737-8.
- This book is available electronically on the Google Adwords web page.

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

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

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.planetribes.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 2, 2009 – Thursday Class

Wk	Date	Lecture	Tutorial	Readings
1	06 August	Introduction to IMC Principles and semester Overview.	None	Clow & Baack Ch1,2,6
2	13 Aug	Communications Theory and Research	1 st Assignment briefing and Team Formation	C & B Ch3,7 Kitchen C9
3	20 Aug	E-Commerce, Social Media and Relationship Marketing	Case Study Activity	C & B Ch11, 13
4	27 Aug	Public Relations & Marketing	Case Study video	C&B Ch12
5	03 Sept	Current IMC Industry Practice	Case Study Activity	Ch 5,8
6	10 Sept	IMC for Entrepreneurs and Not for Profit	Case Workshop	C&B Ch 14, 15
7	17 Sept	Communications Strategy Analysis	Strategy Presentations + Pitch Campaign Brief	C&B Ch15
		Mid Semester Break		
		(21 Sept – 05 Oct)		
8	08 Oct	Professional Practice Activities	Guest Speaker	C&B Ch 9,10,12
9	15 Oct	Media Planning and Buying	Planning Case Study	C&B Ch16
10	22 Oct	International Brands and IMC	International Case Study	C&B CH1,2,9
11	29 Oct	Devising communications strategies	Pitch Presentations	
12	05 Nov	Review of Semester Topics <i>(Lecturer Evaluation → Official Student Feedback)</i>	Questions + Answers	C&B All
13	12 Nov	<i>Final exam (2.5 hours)</i>	None	

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

- The Assessment tasks are centred on class groups analysing an existing campaign in an IMC industry standard format and later working in groups to develop and pitch a campaign for an existing organisation.
-
- 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	Week 7	20%	Group Reports and Presentation
2	Week 7	Week 11	20%	Client Pitch Presentations and Reports
3	Week 13	Week 13	50%	Final exam
Various		On-going	10%	Individual contribution to class debate/discussion
Submission Details Return Details		Submit: 1 & 2 To K Reid Reports returned by K Reid within 2 weeks of receipt		

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 1

Assessment Task1: Group Report and Presentation:

Self-selected groups of 2-4 students are to research a product or organization of their choice, using material in the public domain, i.e. published, contemporary material. Limiting research to publicly available material (desk research/ secondary sources), will demonstrate to students the wealth of available information, if one only knows how and where to look.

Students are to analyse a marketing communications campaign using the format of sample plans provided, as a checklist.

This format includes an in-depth Analysis of the Opportunity, the Target Market, the Competitors, and a Forecast of activity.

The Strategy section of your report should be detailed like the examples provided which include Corporate Strategy, Corporate Image, Brand Development, Positioning, Distribution, B2B strategies, and Evaluation.

The Integrated Marketing Communication Plan component of the report should include IMC management, Objectives, and Budget estimates. If actual budget figures are not available, make your own, based on industry rate cards or published data of campaign spending of comparable organisations.

Finally the IMC objectives should be specified for the Consumer and any Distribution channel partners and/or B2B markets.

The primary focus of the project should be on demonstrating how an enterprise creates value through innovative use of media communications.

Reports of *about 4,000* words (excluding Appendices and References) should be prepared to business standards. i.e. suitable for submission to a senior management committee. The *word count is a guide* only as this report is to simulate a business report which is not convincing if too short but may be disregarded if too long.

Credibility will be gained if all sources are acknowledged, both in the document and the bibliographic list of references. Where direct quotations are unavoidable, they must be fully acknowledged. Diagrams and tables, should be original work of the syndicate and not merely copied from source articles, but anything copied must be acknowledged!

Reports must comply with the Submission Guidelines and should retrospectively produce an Integrated Marketing Communication Plan for an existing product, brand or organisation. This will provide an opportunity to practice real-world skills in a relatively risk free environment.

Reports should be interesting and informative, providing useful insights for practicing or potential media managers.

Written submission is worth 60% of Assignment One marks.

Student groups will be expected to present their findings in a class presentation to their peers, to the standard of a board room presentation, and be able to answer questions and defend their analysis and strategies. A one or two pages summary of the case should be provided as a class handout.

The Presentation is worth 40% of the marks for Assignment One.

ASSESSMENT 2

Assessment Task 2. Client Pitch Presentation and Report:

Lecturer directed or selected groups of 2-4 students are to develop a campaign for a nominated public organization.

With IMC software and other relevant materials, groups are to develop an integrated marketing communications plan for the client and a 'pitch' presentation in the manner of an agency seeking the client's account.

This should, as in the first assignment, include an in-depth Analysis of the Opportunity, the Target Market, the Competitors, and a Forecast of Activity.

The Strategy section of the report should include Corporate Strategy, Corporate Image, Brand Development and Positioning, Distribution and Business to Business strategies, and Evaluation measures.

The IMC objectives should be specific for both Consumers and any distribution channel partners or B2B markets.

The primary focus of the pitch presentation should be innovative use of media communications to demonstrate how the organization can compete and succeed.

Reports of around 3,000 words (plus visuals and references) should be prepared to business standards. i.e. suitable for submission to the board of the organization and should include an electronic copy. All sources must be acknowledged in referencing, in the document and the bibliographic list of references. The report and presentation contribute equally to marks awarded for Assignment 2.

This assignment provides the opportunity to practice professional skills in developing a campaign pitch for an Australian and international organization.

EXAMINATION

Assessment Task 3: The Examination

The examination will be closed book and of two hours 30 minutes duration, conducted on the Manly Campus **Thursday 12 November**.

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 to 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>