

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

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# MKTG802 Marketing Communications

## Semester 1, 2011

*Department of Marketing and Management*

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

**Semester 1, 2011  
E5A 119, Tuesdays, 9am – 12pm.  
E5A 107, Fridays, 10am – 1pm.**

**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:** Adjunct Professor Robert (Bob) Miller.
- Contact details: Tele 02 9516 3515 or 0417 208 036;  
e-mail [bob.austreet@bigpond.com](mailto:bob.austreet@bigpond.com)
- Consultation availability: Before or after lectures. Bob runs his own marketing consultancy off-campus, but telephone or e-mail questions will be answered within a short time frame.

## CLASSES

- Number and length of classes: 3 hours face-to-face teaching each week: 13 x 3 hour lectures plus a 3 hour examination.
- Maximum class size 50 pax.
- The timetable for face-to-face classes can be found on the web site at:

<http://www.timetables.mq.edu.au/>

- It is an assessment requirement that students attend 80% of classes listed.

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed text:

**Morgan, A. 2ed. (2009) - *Eating the Big Fish: how challenger brands can compete against brand leaders*. New Jersey: Wiley.**

Recommended texts and readings:

- Anderson, C. (2006) – *The Long Tail*. NY: Hyperion.
- Baggott, C. (2007) – *Email Marketing by the Numbers: how to use the world's greatest marketing tool to take any organization to the next level*. NJ: Wiley.
- Bly, R.W. (2006). *The White Paper Marketing Handbook*. Mason, Ohio: Thomson Higher Education.
- Borelli, A. and Holden, G. (2007) – *Affiliate Millions: make a fortune using search marketing on Google and beyond*. NJ: Wiley.
- Dru, J-M. (1996) – *Disruption*. NY: Wiley.
- Doyle, P. (2000) – *Value-based Marketing*. UK: Wiley.
- Gladwell, M. (2000) – *The Tipping Point*. London: Little, Brown.
- Grey, A & Skildum-Reid, K. (2001) – *The Sponsor's Toolkit*. Sydney: McGraw-Hill
- Heath, C. and Heath, D. (2007) – *Made To Stick: why some ideas survive and others die*. NY: Random House.
- 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.
- Scott, D.M. (2007) – *The New Rules of Marketing & PR: how to use news releases, blogs, podcasting, viral marketing & online media to reach buyers directly*. NJ: Wiley.
- 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

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## **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)

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.**

Lecture notes will be provided as PowerPoint slides on the University's Blackboard website.

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

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## **UNIT WEB PAGE**

Online Learning @ MQ: <https://learn.mq.edu.au>

## LEARNING OUTCOMES

After successfully completing this unit you should be able to:

1. Appreciate the role of marketing communications in business or government or N.G.O.s (non-government organisations) and understand that successful marketing communications begin and end with the customer.
2. Assess the marketing communications environment and understand its impact upon corporate strategy and shareholder value.
3. Apply marketing communications techniques and theories to develop creative solutions to marketing communications challenges.
4. Brief an advertising agency and a public relations specialist to develop a successful marketing communications campaign.
5. Negotiate with your organisation's senior management for adequate budget support for a marketing communications campaign.
6. Demonstrate use of written skills to integrate key marketing communications theoretic concepts and to create a coherent and theoretically rigorous argument.

## GRADUATE CAPABILITIES

Macquarie University's stated Graduate Capabilities may be viewed as a mix of cognitive capabilities, and personal, interpersonal, and social capabilities. In addition to the abovementioned learning outcomes, the MKTG802 Marketing Communications unit has been designed to develop your skills within the specific graduate capability area of *critical, analytical and integrative thinking*.

We want our graduates to be capable of achieving the following:

- A To be able to reason, question and analyse information regarding a marketing communications challenge;
- B To be able to integrate and synthesise learning and knowledge from a range of sources and environments so creative solutions to marketing communications challenges will enable your brand or product range to become thought leader in its industry category;
- C To be able to critique constraints, assumptions, and limitations so barriers to success can be overcome;
- D To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general;
- E To develop advanced skills in information and technology literacy;
- F Commit to continuous learning in the ever-changing environment of marketing communications.

## 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.

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The assessment of the course has the following components:

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>
Title/Name	Early feedback quiz	Individual Assignment	Final Examination
Description ( <i>including length or similar if applicable</i> )	Duration 1 hour 30 minutes.  5 x short essays on lectures 1, 2, 3, 4, 5. Minimum 200 words each answer	4000 words or more. Essay applying the lessons of our text book and the lectures up to #9 to a "real world" marketing communications challenge.	3 hours plus 10 minutes reading time.  Answer any 5 of 8 questions. Essay answers, minimum 400 words each.
Due date	Tuesday 29 March & Friday April 1 during Lecture.	May 13.	In accordance with university exam timetable for June 2011 Please check the exam timetable for location and time.
% Weighting	20%	40%	40%
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing requirements	This is an early-warning test to see if you have been studying.	Harvard referencing. Layout to follow the 8-step structure in our Adam Morgan text book.	This is an opportunity for you to prove you have learned to understand and interpret unit content.

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>
Submission method	Handwritten short essays of 200 words or more in provided exam answer book.	Submit electronically on Blackboard Assignment Dropbox.	Handwritten short essays of 400 words or more in provided exam answer book.
Feedback	Marks published on Blackboard Grade book April 16	Marks published on Blackboard Grade book May 27	Marks and grades published by university in July
Estimated student workload (hours)	20 hours	40 hours	30 hours
<b>Learning outcomes assessed</b>			
1.Appreciate role of marketing communications in business or government or N.G.O.s and understand that successful marketing communications begin and end with the customer.	5%	5%	5%
2.Assess the marketing communications environment and understand its impact upon corporate strategy and shareholder value.	5%	5%	
3.Apply marketing communications techniques and theories to develop creative solutions to marketing communications challenges.		5%	5%
4.Brief an advertising agency and a public relations specialist to develop a successful “marcomms” campaign.	5%	5%	5%

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>
5.Negotiate with your organisation's senior management for adequate budget support for a marketing communications campaign.		5%	5%
6.Demonstrate use of written skills to integrate key marketing communications theoretic concepts and to create a coherent and theoretically rigorous argument.		5%	
<b>Graduate capabilities assessed</b>			
1.To be able to reason, question and analyse information regarding a marketing communications challenge;		5%	5%
2.To be able to integrate and synthesise learning and knowledge from a range of sources and environments so creative solutions to marketing communications challenges will enable your brand or product range to become thought leader in its industry category;		5%	5%
3.Effective communications that will persuade an audience to your viewpoint.	5%		10%
<b>TOTAL</b>	<b>20%</b>	<b>40%</b>	<b>40%</b>

**You are expected to attend at least 10 of 13 lectures** and to contribute to the discussions that are encouraged there. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures and tutorials for every-day applications of the marketing communications principles discussed in lectures and tutorials.

- Students may only sit for the test once in your enrolled lecture/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.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.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.student.mq.edu.au>.

## **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.

### Schedule

**MKTG 802 Semester 1, 2010: Tuesdays E5A119, 9am-12pm.**

**MKTG802 Semester 1, 2010: Fridays E5A 107, 10am – 1pm.**

Lecture	Topics covered	Reading
Lec # 1 Feb 22 Feb 25	Introduction to the course and its administration. Review the Major Assignment tasks.  Examine the role of our textbook and its relevance to the Major Assignment.  Explore the role of marketing communications in modern business.	Morgan Ch.13
Lec # 2 March 1 March 4	Advertising: developing a brief that will produce advertising that works.	Trout; McKee
Lec # 3 March 8 March 11	Public Relations: should it lead or follow? Is PR just free advertising or is it much more than that? Conducting product recalls. Managing Corporate reputation. Managing in a PR "crisis".	Ries
Lec # 4 March 15 March 18	Ideas that "stick"...why some ideas survive and others do not.	Heath
Lec # 5 March 22 March 25	Value-based marketing and marcomms Rol. <i>NB: Stream 01 will also cover Lecture 6 this day</i>	Doyle
Lec # 6 March 29 April 1	Word-of-mouth referrals: creating epidemics of demand....the most powerful advertising of all.  SHORT ESSAY QUIZ: 1 HOUR 30 mins	Gladwell

<b>Lec # 7</b> <b>April 5</b> <b>April 8</b>	<b>Sponsorships: how to manage them  and how to acquire them.</b>  <u><b>NOTE: Mid-semester break April 11 – April 22</b></u>	<b>Grey/ Skildum-Reid</b>
<b>Lec # 8</b> <b>April 26</b> <b>April 29</b>	<b>Selling ideas and products on the internet.</b>	<b>Anderson</b>
<b>Lec # 9</b> <b>May 3</b> <b>May 6</b>	<b>Media planning and buying:  how much is enough?</b>	<b>Jones</b>
<b>Lec # 10</b> <b>May 10</b> <b>May 13</b>	<b>Direct marketing B-to-B and B-to-C.</b>  <u><b>ASSIGNMENT DUE TODAY</b></u>	<b>Bly</b>
<b>Lec # 11</b> <b>May 17</b> <b>May 20</b>	<b>Conferences and conventions:  coming face-to-face with the market place.</b>	
<b>Lec # 12</b> <b>May 24</b> <b>May 27</b>	<b>What would Google do?</b>  <b>Assignments returned to students.</b>	
<b>Lec # 13</b> <b>May 31</b> <b>June 3</b>	<b>Review and Revise for Final Examination.</b>	