



MKTG802
Marketing Communications

Semester Two, 2011

Department of Marketing and Management

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

Year and Semester: 2011 Semester 2

Unit convenor: Dr. Stephanie Yimin Huang

Credit points: Four

Students in this unit should read this unit guide carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult the teaching staff in the unit.

ABOUT THIS UNIT

Marketing communications is an integral part of a company's overall marketing mission and plays a critical role in determining its success in the market. It accommodates both creative and analytical processes guided by a company's targeting and positioning strategies. This course aims to provide you with an understanding of the various decisions and principles that marketing managers have to consider when developing communications strategies and action plans. An integrated perspective is adopted for this course that allows you to analyse, design and evaluate different roles of advertising, direct marketing, personal selling, public relations, sales promotion and event marketing. Relevant and up-to-date theories, concepts and practices in marketing communications will be provided and discussed in classes.

TEACHING STAFF

Lecturer: Dr. Stephanie Yimin Huang (stephanie.huang@mq.edu.au)

CONSULTATION TIMES

Consultation time with Dr. Huang: Tuesdays 3pm-5pm, Room 450, building E4A

You are encouraged to seek help in person or by phone during regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

Students experiencing significant difficulties in the unit must seek assistance immediately.

CLASSES

- Number and length of classes: 3 hours' face-to-face teaching per week for 13 weeks, consisting of lectures and student presentations

- The timetable for classes can be found on the University web site at <http://www.timetables.mq.edu.au/>
- Attendance will be taken in class.
- Warning: You MUST attend 11 of the 13 lectures. Failure to do so will lead to a major deduction in your overall marks.
- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class. Work-related reasons are not accepted for your absence.
- You are expected to arrive on time and not to leave until the class ends.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Prescribed Textbook
 - Clow, Kenneth E. and Donald Baack (2012), *Integrated Advertising, Promotion, and Marketing Communications*, 5th Edition, Pearson

The prescribed textbook can be purchased from the Macquarie University Co-op Bookshop.

- Recommended Texts
 - Hill, Sam and Glenn Rifkin (1999), *Radical Marketing*, HarperPerennial
 - Bedbury, Scott and Stephen Fenichell (2002), *A New Brand World: 8 Principles for Achieving Brand Leadership in the 21st Century*, Penguin Group
 - Kim, Chan and Renee Mauborgne (2005), *Blue Ocean Strategy*, Harvard Business School Press

Students should also consult a wide range of journals, such as the following:

Newspapers/Magazines

Business Review Weekly
 Australian Financial Review
 The Australian (Marketing section)
 B&T Magazine
 Advertising News
 Sydney Morning Herald (Business section)
 Advertising Age
 Adnews
 Marketing

Academic Journals

Journal of Marketing
 Harvard Business Review
 Journal of Consumer Research
 Journal of Advertising
 Journal of Retailing
 Journal of Marketing Management
 European Journal of Marketing
 Journal of Services Marketing
 Australian Marketing Researcher

UNIT WEB PAGE

Course materials, including lecture notes, supplementary readings and course-related announcements, are available on Blackboard at <http://learn.mq.edu.au>.

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LEARNING OUTCOMES

The learning outcomes of this unit are:

- 1 An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends
- 2 A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions
- 3 An appreciation of the need to plan marketing communications in a comprehensive and integrated manner
- 4 Development of the analytical and creative skills necessary to prepare a marketing communications plan
- 5 An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms

GRADUATE CAPABILITIES

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to learning by helping students develop capability 4 below (in bold).

1. Learn to apply marketing principles and tactics in local and global markets for organizations (for-profit or non-profit) and governments in order to achieve commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).
2. Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non0profit sectors.
3. Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.
4. **Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.**
5. Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.
6. Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximize a company's chances of achieving a sustainable competitive advantage.

In addition to the discipline-based learning objectives, Macquarie University seeks to develop the following generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by helping students develop generic skills 1, 2, 4 and 5 below (in bold):

- 1 **Discipline Specific Knowledge and Skills**
- 2 **Critical, Analytical and Integrative Thinking**
- 3 Problem Solving and Research Capability
- 4 **Creative and Innovative**
- 5 **Effective Communication**
- 6 Engaged and Ethical Local and Global citizens
- 7 Socially and Environmentally Active and Responsible
- 8 Capable of Professional and Personal Judgement and Initiative
- 9 Commitment to Continuous Learning

TEACHING AND LEARNING STRATEGY

- The unit is delivered on a lecture-and-tutorial base. During lectures, marketing communications theories and concepts will be introduced and discussed. During tutorials, students will present their Advertising Critique and be involved in the class discussion.
- Students are expected to be engaged learners and active participants in class activities. To contribute fully to the class, students are expected to read in advance and follow current development in marketing communications.
- The lecture notes will be posted on Blackboard at <http://learn.mq.edu.au> on a weekly basis. It is NOT allowed to record (video or tape) lectures and tutorials.

COURSE SCHEDULE

Week	Lecture	Readings	Tutorial
Part I Overview of Marketing Communications			
1 (2 nd Aug)	Introduction to the course Introduction to Marketing Communications: its role in business, challenges and decisions	Chapter 1, Textbook	Breaking the ice
2 (9 th Aug.)	Theories of how Marketing Communications work: Persuasion mechanisms and attitude change strategies	Chapter 3, Textbook; Supplementary readings	Grouping IMC campaign brief for the group project
Part II Planning Marketing Communications Campaigns			
3 (16 th Aug.)	Deciding on the target audience; developing brand positioning; setting communications objectives and budgeting	Chapters 2,4, Textbook	Briefing on Advertising Critique; Allocation of themes for Advertising Critique;

Part III Marketing Communications Tools and Evaluations			
4 (23 rd Aug.)	Creative strategy of Advertising	Chapters 5,6,7, Textbook	Mid-session Quiz
5 (30 th Aug.)	Media strategy of Advertising	Chapters 8,9, Textbook	Individual presentation on Advertising Critique (advertising for FMCG) Submission of Stage One report of major group project
6 (6 th Sept.)	Direct marketing and personal selling	Chapter 11, Textbook	Individual presentation on Advertising Critique (advertising for FMCG);
7 (13 th Sept.)	Public relations and sales promotion	Chapters 12, 13, Textbook	Individual presentation on Advertising Critique (application of appeals of humor, fear and sex in advertising)
Mid-Semester Break (19 th Sept.---30 th Sept.)			
8 (4 th Oct.)	Sponsorship and event marketing	Chapter 13, Textbook	Individual presentation on Advertising Critique (advertising in business-to-business marketing) Submission of Stage Two report of major group project
9 (11 th Oct.)	Alternative marketing	Chapter 10, Textbook	Individual presentation on Advertising Critique (use of celebrity)
10 (18 th Oct.)	Marketing Communications campaign evaluation	Chapter 15, Textbook	Individual presentation on Advertising Critique (advertising for social marketing)
Part IV Special Topics in Marketing Communications			
11 (25 th Oct.)	Opportunities and challenges posed by New Media	Supplementary readings	Individual presentation on Advertising Critique (advertising with new media)
Part V Group Presentations			
12 (1 st Nov.)	Presentation on Group Project		
13 (8 th Nov.)	Briefing on Final Examination Submission of Final report of the group project		

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

The components of the assessment of this course are listed on the following page.

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
Title/Name	Advertising Critique	Mid-session Quiz	Group Project	Final Examination
Description (including length or similar if applicable)	5-minute individual presentation	40-minute close-book written test based on all materials covered in weeks 1 to 3	Marketing communications plan prepared by groups in response to a brief	3-hour close-book exam
Due date	Week 5-week 11 as assigned	Week 4	Week 5, 8,12	Please check the exam timetable for location and time
% Weighting	10%	20%	30%	40%
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing requirements	Topic coverage; Quality of analysis; Presentation skills	An early-warning test to see if you have been studying	Research component; Quality of analysis; Level of creativity; Presentation skills	N/A
Submission method	In class	In class	In class	N/A
Feedback (type, method, date)	Mark and comments	Mark	Mark and comments	Mark
Estimated student workload (hours)	10 hours	20 hours	30 hours	40 hours
Learning outcomes assessed				
An understanding of the elements of contemporary marketing communications, including the decisions, the strategies, the tools and the trends		5		10
A capacity of identifying and analysing marketing communications problems as well as devising sound and practical solutions	5			5
An appreciation of the need to plan marketing communications in a comprehensive and integrated manner		5	5	
Development of the analytical		5	5	

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4
and creative skills necessary to prepare a marketing communications plan				
An ability to effectively communicate each component of the marketing communications campaign in both oral and written forms			5	
Graduate capabilities assessed				
Discipline Specific Knowledge and Skills		5	5	10
Critical, Analytical and Integrative Thinking	5			10
Creative and Innovative			5	
Effective Communication			5	5
TOTAL	10%	20%	30%	40%

Note: 1). Late submission will result in 10% per day penalties.

2). Students must attend at least 11 lectures to be allowed to take the final examination.

3). Students must achieve a passing grade or above in the final examination to pass the course.

4). Lecture attendance will be recorded each week and used to moderate students' final overall scores for this course.

- Advertising Critique (10%)

This assignment is based on individual work. It brings real-life experiences to the learning about creative evaluation of advertisements, aiming to develop students' critical, analytical and integrative thinking. Students will be randomly assigned to specific themes and present a rigorous and critical analysis of the advertisements that are chosen by students guided by the themes. Students are expected to develop logical and convincing arguments in regards to what are specific qualities that make this advertisement a good/bad one. Relevant theories/concepts in Marketing Communications may be applied as appropriate frameworks and perspectives in the discussion.

The presentation should be max. 5 minutes long, assisted by Powerpoint slides. Given the time limit, 4-5 slides are recommended as manageable for the presentation. A hardcopy of the slides **MUST** be submitted on the presentation day before the presentation starts. A summary report must be submitted on the presentation day, which should be max. 2 pages, using single space, Times New Roman and size 12. This assignment will be assessed on a combined base of presentation (8%) and summary report (2%).

- Mid-session Quiz (20%)

This is an in-class quiz in Week 4 that covers all the materials in the first three weeks. Students may only sit for this quiz once. Failure to sit for the quiz will result in a zero grade for this assessment. Students who fail this mid-session quiz will be counselled as an early warning that they have to work harder in this course.

- Group Project (30%)

The task in this assignment is to prepare a marketing communications plan in response to a brief. To undertake this task students are required to work in a group consisting of approximately 4 members. *Detailed project brief will be provided as a separate document available on Blackboard.* A **peer review** will be conducted at the completion of this project, the result of which will help to determine individual scores for the group project. The peer review form is attached in Appendix I.

- Final Examination (40%)

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.

The University Examination period in Second Half Year 2011 is from 14th November to 2nd December.

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. The University's policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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 Faculties may wish to signal when the Faculties' Supplementary Exams 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

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.

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

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>.

[Individual Unit Convenors may wish to add Unit/ Faculty specific support eg BESS, Room, PAL, E4B Consultation Room.]

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.

Appendix I

MKTG802 – MARKETING COMMUNICATIONS PEER CONTRIBUTION EVALUATION SHEET S2, 2011

Your Name: _____
Your Group: _____

Please list the names of your group members (including yourself)	% contribution (total = 100%)

Other comments: (about your group, the subject, your topic, etc)

PLEASE NOTE:

These % scores will be tallied for each individual and averaged before your final mark from the project is awarded. This means that it is possible for different members of the same group to be awarded different marks. Please also remember that different group members may receive different marks due to the scores received in the individual assessment.

Please also note that if a group member appeals, the contribution forms of other group members may be shown to justify marks. If you are going to award a group member a lower percentage contribution you may be required to supply evidence to justify your actions.

Appendix II

Marking Guide for Advertising Critique

Week Number: _____ Student Name: _____

Presentation: _____

Presentation (80%)

- | | | | | | |
|--|----|----|------|----|-----------|
| • <u>Relevance of ad. to the allocated theme</u> | No | OK | Good | VG | Excellent |
| • <u>Application of relevant theories/concepts</u> | No | OK | Good | VG | Excellent |
| • <u>Convincing and logical argument</u> | No | OK | Good | VG | Excellent |
| • <u>Original and creative thoughts</u> | No | OK | Good | VG | Excellent |
| • <u>Rigorous and critical analysis</u> | No | OK | Good | VG | Excellent |
| • <u>Clear visual aids</u> | No | OK | Good | VG | Excellent |
| • <u>Fluency</u> | No | OK | Good | VG | Excellent |
| • <u>Time management</u> | No | OK | Good | VG | Excellent |
| • <u>Submission of copy of slides</u> | No | OK | Good | VG | Excellent |

Summary Report (20%)

Submission of report	Yes	No			
Argument presentation	No	OK	Good	VG	Excellent

Comments

Indicative Grade: Fail Pass Credit Dist. HDist.