

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI



# **MARK 406**

## **Managing**

# **Marketing Communications**

## **Course Outline**

## **2005**

school of  
**marketing &  
international business**  
Te Kura Hokohoko, Pakihi ki te Ao

## **MARK 406: Managing Marketing Communications**

*Welcome to MARK 406! Thank you for enrolling in this paper. I'm looking forward to working with you on the course. Marketing communications is an exciting and creative part of marketing theory and practice. This course is designed to capture that. Much of the course will be interactive, where your contribution of knowledge and ideas in class sessions and seminars is critical. Enthusiasm and active participation will make this course a great learning experience for all participants.*

*I hope you enjoy this course and find it useful, in both your academic life and future career.*

*Sincerely,  
Jayne Krisjanous  
July 2005.*

# Course Objectives

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## ***Overall objective***

- To gain insight into the management of the marketing communications process, from a theoretical, strategic and practical perspective.

## ***Specific objectives***

On completion of MARK 406, course participants should be able to:

- Identify underlying factors that determine the marketing communications process
- Build a robust conceptual framework of marketing communications theory, against which the reality of communications practice may be measured
- Understand the essential differences between the different elements of the communications mix and be able to assess the relative potential of each in the determination of a particular communications strategy
- Understand the interaction between marketing communications and brand equity
- Further develop skills in critique of academic literature and ability to link theoretical concepts to practice settings
- Understand factors to consider when developing and implementing marketing communications for multi-cultural contexts
- Develop and extend areas of personal interest in marketing communications
- Apply the above in both goods and service-based industries

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## Staff

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The SMIB staff member involved in MARK 406 is:

Jayne Krisjanous (Course Convener)  
Lecturer  
RH1118-Rutherford House  
Telephone:463 6023  
Email:jayne.krisjanous@vuw.ac.nz  
URL: <http://www.vuw.ac.nz/smib>

### Staff Contact

Please feel free to discuss your progress in MARK 406 at any time. Call by or make an appointment. Please talk to one of the staff about any course problems early, so that they can be resolved quickly and effectively. If you would like more than 5-10 minutes of my time, make an appointment, so I can ensure I am available and ready to give you the time you need.

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## **MARK 406 format**

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### ***Class sessions***

Class sessions are Mondays 8.30am–11.20am in RLWY 414.

### ***Course design and workload***

This course is designed to be extremely interactive. Course objectives will be met through a mix of formal teaching sessions, seminars, class discussion and guest speakers. A major project will serve as a means of integrating theory and practice.

Students are expected to spend an average of 12-14 hours per week on the various activities associated with MARK 406. You are required to be prepared for each session by pre-reading the assigned material and organising your thoughts, ready for discussion. This is vital to maximise your own learning outcomes, and also the groups as a whole.

### ***Course Material***

This course is primarily reading based and there is no set text. There will be set articles per week to read and think about. These readings will be handed out in class one to two weeks ahead. There will be additional readings added throughout the course. It is not expected that you will confine your reading of the topic to distributed readings alone. Wider reading around the topic is encouraged.

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## Schedule of sessions: MARK 406:

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Week	Dates	Topic
1	Jul 4	Introduction. What do we know and where are we going? Developing a framework for learning
2	Jul 11	Evolution of IMC and practice Discuss IMC plan project
3	Jul 18	Guest lecturer: John Burnett Brand equity and the communications process
4	Jul 25	Exploring the communications mix: the role of advertising Designing and writing the communications plan
5	Aug 1	Exploring the communications mix: direct and database marketing, sales promotion, Internet Guest speaker
6	Aug 8	Exploring the communications mix sponsorship, cause related marketing, public relations, viral marketing and WOM Guest speaker
	Study Break Study Break	
7	Aug 29	Communications practice settings
8	Sept 5	Seminar presentations
9	Sept 12	Seminar presentations

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10	Sept 19	Seminar presentations Not-for-profit communications/ social marketing Ethics in communications
11	Sept 26	Consumer diversity and marketing communications Communicating with specific cultural segments Guest speaker
12	Oct 3	Project discussion Measuring the success of communication strategies and implementation Review-putting it all together

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Note: There may be a need to revise some of these dates, depending on availability of guest speakers. Changes will be notified in class.

# MARK 406 assessment

## **Assessment**

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below, with their weightings and due dates.

	<b>Marks</b>
Assignment 1: Seminar:	25
Paper	15
Presentation	10
 Assignment 2: Integrated marketing communications plan	 25
 Class participation	 10
 Final examination	 40
This exam will be closed book and three hours in duration.	
Total:	100

## **Late assignments**

In fairness to other students, late submissions of assignments will lose 5% of the initial grade per day late. If there are any mitigating circumstances (eg, illness, bereavement) that may be grounds for waiver of the penalty. Please contact me.

## **Assignment 1: Seminar paper guidelines**

From within the broad field of marketing communications, each participant is to required to individually:

- Identify and define a topic of interest
- Undertake a review of the literature relating to that topic
- Synthesis the findings from the literature review
- Present the synthesis as their considered view of the topic, including its place in the field of marketing communications. (Future trends /directions should also be referenced here)
- Outline the implications of their findings for the development of marketing communications plans in practice settings **and**
- Prepare and present a verbal presentation of their topic findings to the MARK 406 class

A list of suggested seminar topics will be distributed in class. In order to maximise your learning opportunity, seminar topics selected must not be in the same area as your MARK 409 research.



### **Time frame**

Topic definition /one page synopsis: July 11

Paper due: August 1

Class presentation: tba

Submitted seminar papers will be compiled and distributed to class participants. Papers should be read prior to the scheduled presentation time.

### **Assignment 2: Integrated Marketing Communications Plan**

This individual project will account for 25% of the students overall grade. It is designed to run for the duration of the course, although the bulk of the work will, by necessity, fall in the latter half. Participants are asked to design an Integrated Marketing Communications Plan. Detail for this assignment will be distributed in Session 2.

### **Time frame**

Progress report: one page synopsis: August 29

Final report due: September 26

### **Class participation**

MARK 406 participation will be evaluated on the following criteria:

- Session attendance
- Ability to listen well
- Enthusiasm and contribution to class discussion and activities
- Demonstrated ability to analyse and integrate concepts in readings
- Relevance of points made to discussion
- Ability to link discussion comments with those of other class members in order to progress discussion
- Willingness to test “new ideas”
- Evidence of pre-session preparation and wider reading around topic.

## Statements made on behalf of the University

### **Faculty of Commerce and Administration Offices**

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

### **Easterfield (EA) - FCA/Law Kelburn Office**

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

### ***Plagiarism***

Plagiarism is not acceptable in any form in Faculty of Commerce and Administration courses. Plagiarism takes many forms and includes:

- Deliberately copying another student's work
- Copying directly from textbooks and other sources without using quotation marks
- Not acknowledging the sources you have used in your work (i.e. you must cite all references)
- Re-submitting an assignment used in one course as an original piece of work for another course

Work, which shows evidence of plagiarism, will be penalised in line with the seriousness of the case. This may involve work being returned unmarked. In extreme cases, University academic disciplinary procedures may be invoked.

### ***Statues on Student and Staff Conduct***

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. The Statute on Student Conduct is available in the Faculty Student Administration Office or on the website at

[http://aida.its.vuw.ac.nz/policy/policy/general\\_statute -  
\\_statute\\_on\\_student\\_conduct.htm](http://aida.its.vuw.ac.nz/policy/policy/general_statute_-_statute_on_student_conduct.htm)

Policy on Staff Conduct can be found on the VUW website at [http://aida.its.vuw.ac.nz/policy/policy/policy - policy\\_on\\_staff\\_conduct.htm](http://aida.its.vuw.ac.nz/policy/policy/policy_-_policy_on_staff_conduct.htm)

### ***Grievances***

If you have any academic problems with your paper you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process.

The Academic Grievances Statute is published on the VUW website [http://aida.its.vuw.ac.nz/policy/policy/general\\_statute -  
\\_statute\\_on\\_academic\\_grievances.htm](http://aida.its.vuw.ac.nz/policy/policy/general_statute_-_statute_on_academic_grievances.htm)