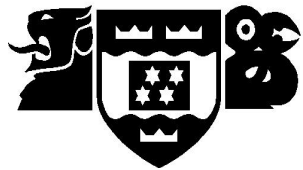


TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI



VICTORIA
UNIVERSITY OF WELLINGTON

MARK 301

Marketing Communications

Course Outline

2006

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

MARK 301: Marketing Communications

Welcome to MARK 301, Marketing Communications! I am looking forward to working with you on this course. The course outline contains much of the information you need to know about the design of the course and also where to go to get information, if you need.

Marketing communications is an exciting and dynamic part of marketing. The world of marketing communications has changed dramatically in the past few years. Organisations need to ensure their communications work effectively and efficiently to reach audiences, in markets where communications clutter and competition are intense.

This course examines marketing communications strategies, tools and media that can be used by marketers to ensure effective communications with customers. The course utilises an integrated marketing communications approach as a means of planning, integrating and delivering marketing communications that build equity for brands. Although the course covers the full range of marketing communications tools, a substantial component focuses on advertising.

Whether you are undertaking this course simply to learn more about this field of marketing, or intend making a career in marketing communications, I'm sure you will find MARK 301 both enjoyable and rewarding.

Sincerely,

*Jayne Krisjanous
February 2006*

Course Outline: 2006

Contents

	page
Key dates and places	4
Course objectives	5
MARK 301 staff	6
Staff contact	6
Office hours	6
Class representative	6
Guest speakers	6
Access to MARK 301 information	7
Distribution of course material and handing back of assignments	7
Lecture and tutorial times and places	8
Textbook and reading	9
Lecture schedule	10
MARK 301 assessment	13
Mandatory course requirements	14
University notices	15

Key Dates and Places

- **Lecture times and place**

GB LT 2 on Wednesday 1340-1530 (1.40pm to 3.30pm) and RH LT 2 Friday 1030-1120 (10.30am to 11.20am)

- **Tutorials**

Nine x weekly one-hour tutorials commence Week 3.

- **Course information and lecture notes**

Mark 301 Blackboard website

- **Course assessment and due dates**

Assignment 1 (2000 word max) due **5pm Thursday 30 March 2006**, worth 15%

Assignment 2 (3500-4000 word max) due **5pm 15 May 2006** worth 25%

Tutorial participation 10%

Final examination date tba 50%

- **Handing in assignments**

In class on due date or marketing postbox in lift foyer, Level 11, Rutherford House by 5pm on due date.

- **Office hours**

RH 1118 Wednesday 10am-12 noon, commencing Week 2, or by appointment.

- **Course convener contact**

Telephone: 463 6023

Email: jayne.krisjanous@vuw.ac.nz

Office: RH 1118

Course Objectives

Overall Objective

By the end of this course, students should have a good working knowledge of the range of communications tools and options available for marketers within an integrated marketing communications perspective. Students should be able to apply information they have covered in order to plan, integrate and deliver marketing communications that build equity for brands.

Specific Objectives

On completion of MARK 301, course participants should be able to:

1. Explain how effective marketing communications and brand management influences brand image and enhances brand equity
2. Analyse the communication process and understand the objectives that marketing communications efforts attempt to accomplish
3. Review the fundamentals of buyer behaviour and explain how these are integrated into the planning and execution of marketing communications
4. Appreciate the impact of consumer diversity and the importance of targeting marketing communications to specific consumer groups, both within the contexts of New Zealand society and international marketing
5. Describe the different components of the communications mix and understand how the mix interacts
6. Develop an Integrated Communications Plan for a given product
7. Understand the place of integrated marketing communications in the overall strategy of a business
8. Measure the effectiveness of a communications program
9. Understand how a brand may be considered and evaluated as part of a company's equity and asset base
10. Explain perspectives concerning the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice
11. Appreciate how marketing communications theory is operationalised within various practice settings

Staff

The SMIB staff member involved in MARK 301 is



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

Staff Contact

If you would like to discuss your progress in MARK 301, it is recommended that you contact your tutor or the Course Convener. If you feel uncomfortable asking questions during classroom sessions, please feel free to email or arrange an appointment on a one-to-one basis. Please talk to one of the staff about any course problems early, so that they can be resolved quickly and effectively.

For discussions you consider would benefit from an appointment, please feel free to contact us for a time.

Office Hours

The Course Convener will be available in RH1118 (Rutherford House) on Tuesdays 10am-12 noon for office hours, commencing Week 2.

In order to streamline communications and avoid unnecessary time spent by you tracking staff for simple queries, remember to check the Blackboard website regularly.

Class Representative

A class representative will be elected in the first week to act as a liaison person for the group.

Guest Speakers

Guest speakers will contribute to the course. Sessions for which guest speakers are anticipated will be notified as the course progresses.

Access to MARK 301 Information

All important information regarding the course will be posted on the **MARK 301 Blackboard website** (www.blackboard.scs.vuw.ac.nz). Summary lecture notes will be available on Blackboard. These lecture notes will provide a framework of main points presented in the lecture.

The course text also offers a student website resource, which can be used for additional information. The URL for this is www.mhhe.com/belch.

Distribution of Course Material and Handing Back of Assignments

Distribution of course material and handing back of assignments will occur almost always during class time, or by tutors at tutorials. As well, an additional collection point will be Reception, Level 11, Rutherford House.

Lectures and tutorials: Times and places

Lectures

Class sessions will be in GB LT 2 on Wednesday 1340-1530 (1.40pm to 3.30pm) and RH LT 2 Friday 1030-1120 (10.30am to 11.20am).

Tutorials

Tutorials will begin at the start of Week 3, Monday 13 March 2006.

Students will be asked to complete a tutorial time preference slip during the first week of lectures. In order to ensure a balanced number in every tutorial, there will be a finite allocation of spaces to each tutorial.

It is expected that you will participate in tutorial sessions. These sessions have been designed to be very interactive and it is expected that you will attend regularly and learn from your fellow students and contribute to their learning. Case scenarios and set exercises are used to give you practice at applying concepts covered in the previous week's lectures.

Students are expected to read the cases and consider answers to the set questions, before attending the tutorial. It is not expected that discussion will be limited to the text questions only. Be prepared to discuss the relevance of the case to the relevant lectures and text chapter readings also. Set exercise activities should be undertaken prior to the tutorial and any required material brought to class.

A booklet containing all set course tutorial work will be handed out in class during Week 2.

Workload /Lecturer Expectations

In addition to classroom hours (lectures and tutorials) you should expect to spend about 10-12 hours per week in reading, tutorial preparation, assignments and thinking about the course material.

It is vital that you come to all course lectures and tutorials prepared. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials.

Textbook and Reading

The prescribed text for the course is:

Title: *Advertising and Promotion: An Integrated Marketing Communications Perspective*, (6th ed)

Date of Publication: 2004

Authors: Belch, G.E. and Belch, M.A

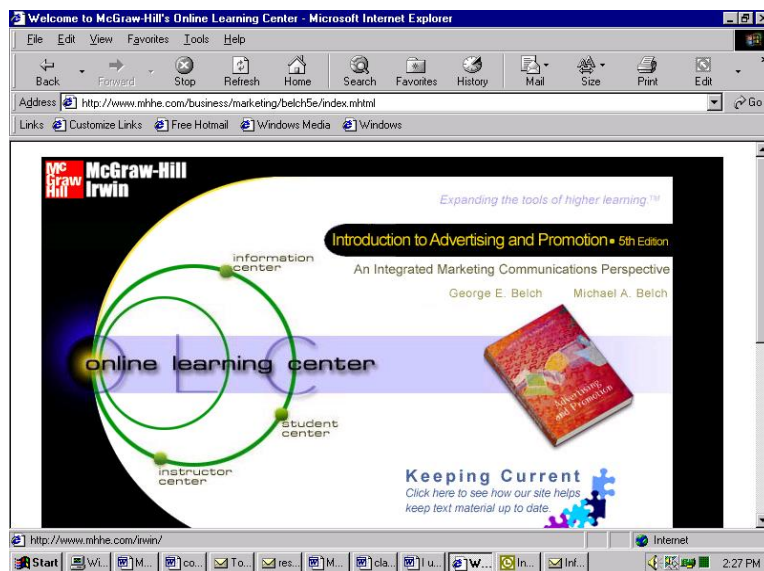
Publishers: Irwin, Boston

Price: \$119.95 (at Victoria Book Centre)

Website: www.mhhe.com/belch04.

NB: This text comes supplied with Dann & Dann (2006) *ANZ Supplement to accompany Advertising and Promotion*, 2nd edition, at the Victoria Book Centre. This supplement is provided free of charge with the purchase of Belch and Belch, 6th edition.

Purchase points: The course text is available for purchase at VUBC, at either the Kelburn or Pipitea campus.



Additional materials such as case studies, readings etc will be made available to course participants during the course. It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates.

Course Schedule: MARK 301

Week beginning Monday	Day	Topic	Additional	Chapters of text and additional reading
27 Feb (1)	Wednesday	Course introduction The concept and context of integrated marketing communications		1,3
	Friday	The concept and context of integrated marketing communications cont.,	<i>Topics for assign 1 handed out</i>	
6. March (2)	Wednesday	Consumer behaviour and marketing communications		2, 4
	Friday	Marketing communications, brand positioning and brand equity		
13 March (3)	Wednesday	Communication process and models	Tutorials start	5,
	Friday	Communication process and models cont.,	<i>Topic for assign 2 handed out</i>	6
20 March (4)	Wednesday	Guest speaker Planning for IMC		7
	Friday	Legal and ethical issues in marketing communications		21, 22 (Dann & Dann)
27 March (5)	Wednesday	Advertising -i	<i>Assign 1 due (Thurs)</i>	8,9
	Friday	Guest speaker Advertising -ii		10
3 April (6)	Wednesday	Advertising –iii Support media/ packaging Servicescapes & atmospherics		11, 12
	Friday	Brand names and logos Guest speaker		13

Week beginning Wednesday	Day	Topic	Additional	Chapters of text and additional reading
10 April	Study break			
17 April	Study break			
24 April (7)	Wednesday	Direct/ database marketing Internet/ interactive communications		14, 15
	Friday	Class exercise Guest speaker	<i>Assign 1 returned</i>	
1 May (8)	Wednesday	Sales promotion		16
	Friday	Public relations/ corporate image Guest speaker		17
8 May (9)	Wednesday	Guest speaker WOM /viral marketing/text SMS		
	Friday	Sponsorship /"socially responsible" marketing Guest speaker		
15 May (10)	Wednesday	Measuring the effectiveness of the promotional program	<i>Assign 2 due</i>	19
	Friday	Relationship marketing /personal selling Guest speaker		18

Week beginning Wednesday	Day	Topic	Additional	Chapters of text and additional reading
22 May (11)	Wednesday	Managing diversity in communications Guest speaker	Last week of tutorials	20
	Friday	Social marketing campaigns Research and marketing communications Guest speaker		19
29 May (12)	Wednesday	Contemporary issues in marketing communications		
	Friday	Course review and evaluation	<i>Assign 2 returned</i>	

Note: There may be a need to revise some of these dates, depending on availability of guest speakers. Changes will be notified in class. A guest speaker schedule will be made available in the early part of the course.

MARK 301 assessment

Please also read the “mandatory course requirements” at the end of this section.

Assessment

The final grade will be determined 50% on internal assessment and 50% on the final examination. The four items of assessment are listed below, with their weightings and due dates.

An assignment not submitted by the due date will lose marks at the rate of 10% per day unless written permission for an extension has been obtained **in advance** from the Course Convener.

Assignments are to be handed in during the lecture in the week they are due or in the marketing postbox in the lift foyer, Level 11, Rutherford House by 5pm on the day they are due. The box will be cleared at that time.

- | | | |
|---|--|-----|
| 1 | Assignment 1: Essay
(2000 word max) | 15% |
|---|--|-----|

Due: 5pm Thursday 30 March 2006

The essay topics for this assignment will be handed out in Week 1. One is to be selected from the choice of topics given.

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|---|--|-----|
| 2 | Assignment 2: Integrated Marketing Communications Plan
(3500-4000 word max) | 25% |
|---|--|-----|

Due: 5pm Wednesday 15 May 2006

Guidelines for this assignment will be distributed and discussed in Week 3.

- | | | |
|---|------------------------|-----|
| 3 | Tutorial Participation | 10% |
|---|------------------------|-----|

Tutorial student's contribution and participation will be evaluated and recorded at the end of each tutorial by tutors. These marks and comments will be submitted to the MARK 301 Course Convener at completion of the final tutorial. An overall tutorial mark will be awarded. The criteria on which evaluation is made consists of: attendance, ability to listen well, enthusiasm and contribution to discussion, demonstrated ability to link the case and exercise topics to concepts covered in lectures, presentations to the tutorial group as required and evidence of pre-tutorial preparation and analysis of set tutorial topics.

Items of assessment continued over page

4. Final examination

50%

This exam will be closed book and three hours in duration. It will consist of a mix of case analysis and short answer questions.

As the trimester proceeds all relevant assessment grades will be posted on the MARK 301 Blackboard website alongside your ID number.

To pass this course you must achieve 50% of total marks and at least 40% of marks in the final examination.

Mandatory Course Requirements

In order to meet the mandatory course requirements in MARK 301, you must:

- Attend at least seven out of the nine tutorials;
- Submit both assignments, as outlined in the assessment section and
- Achieve at least 40 % in the final exam

University Notices

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. To check for opening hours call the office on (04) 463 5376.

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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct 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. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at: www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course 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. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Manaaki Pihipihinga Maori and Pacific Mentoring programme (Faculties of Humanities and Social sciences and Commerce and Administration).

- **What:** Academic Mentoring for Maori and Pacific students studying at all levels in the above faculties. Weekly sessions for an hour with a mentor to go over assignments and any questions from tutorials or lectures. Registered students can use the faculty's study rooms and computer suite at any time at Kelburn and Pipitea.
- Mature student and Post grad network

If you would like to register as a mentor or mentee please contact the coordinator.

Where:

Melissa Dunlop
Programme Coordinator
Room 109 D
14 Kelburn Parade: back courtyard
Ph: (04) 463 6015
Email: Maori-Pacific-Mentoring@vuw.ac.nz

Please Note: A mentoring room will also be running at Pipitea Campus starting January. Please contact the Programme Coordinator for details.