

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI



MARK 406

Managing

Marketing Communications

Course Outline

2006

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 2006.*

Course Objectives

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

Staff

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.

MARK 406 format

Class sessions

Class sessions are Thursdays, 8.30am–11.20am in RLWY 315.

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.

Schedule of sessions: MARK 406:

Week	Dates	Topic
1	Jul 13	Introduction IMC readings.
2	Jul 20	What do we know and where are we going? Developing a framework for learning Evolution of IMC and practice Discuss Assign 1
3	Jul 27	Brand equity and the communications process Discuss Assign 2
4	Aug 3	Exploring the communications mix: the role of advertising
5	Aug 10	Exploring the communications mix: direct and database marketing, sales promotion, Internet
6	Aug 17	Exploring the communications mix sponsorship, cause related marketing, public relations, viral marketing and WOM
	Study Break Study Break	
7	Sept 7	Communications practice settings
8	Sept 14	Seminar presentations
9	Sept 21	Seminar presentations

10	Sept 28	Seminar presentations Not-for-profit communications/ social marketing Ethics in communications
11	Oct 5	Consumer diversity and marketing communications Communicating with specific cultural segments Guest speaker
12	Oct 12	Project discussion Measuring the success of communication strategies and implementation Review-putting it all together

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.

	Marks
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 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 20

Paper due: August 10

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. Detail for this assignment will be distributed in Session 3.

Time frame

Progress report: one page synopsis: September 7

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.

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.