



Victoria Management School

MMBA 555
MARKETING COMMUNICATIONS

Trimester 3 ~ 2006

COURSE OUTLINE

Contact Details

Course Co-ordinator:

David Stewart, MBA, MA, BA(Hons), Dip Teach

Office: Rutherford House, Room 907

Email: David.Stewart@vuw.ac.nz

Telephone: 463-5150 Fax: 463-5253

Class Times and Room Numbers

Wednesday 17:30 – 19:30

Room RWW314

Course Objectives

To give participants an insight in to the management of the marketing communications process, from a strategic perspective, in both public and private sector organisations.

Upon completion of the course participants should be able to:

1. Identify underlying factors which determine marketing communications processes.
2. Build a robust conceptual framework of marketing communications theory, against which the reality of communications practice may be measured.
3. 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.
4. Apply the above in both product and service based industries.

Course Content

The course will comprise a mix of lectures and seminars, in which staff, guest speakers and participants will make presentations on previously defined topics. A major project will serve as a means of integrating theory and practice.

Participants are expected to spend an average of 12-14 hours per week on the various activities associated with the course. An indicative breakdown of how this time will be spent, per week, is as follows:

	<u>Hours</u>
Lectures/Seminars	2
Reading	2
Seminar Preparation	3-4
Major Project	3-4
Total	<u>10-12</u>

Readings

A set of readings for the following week will be made available at the beginning of each class.

Materials and Equipment

It is expected that all assignment submissions will be prepared on white bond paper using PC technology and submitted in hard copy.

Assessment Requirements

Major Project		60%
Seminar Work		
written paper	30%	
presentation	10%	40%
TOTAL		<u>100</u>

Seminar Paper

From a given topic of marketing communications participants are required to:

- Identify and then define a topic of interest to them
- Undertake a review of the literature relating to that topic
- Synthesise the findings from the literature review

- Present this 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 managers involved in developing marketing communications plans.

Time frame:

Topic selection/approval by Wednesday, 22 November 2006

Paper due by Wednesday, 13 December 2006

Major Project

Participants are asked to audit a communications programme and then make recommendations that will increase the Brand Equity of the product/service. You will need to select an organization that has a robust communication mix and a sizeable budget.

This project will account for 50% of the participant's overall grade. It is designed to run for the duration of the course, although the bulk of the work will, of necessity, fall in the latter half.

Time frame:

Project definition, including organisation to be studied. Maximum length 1 page. by Wednesday, 29 November 2006

Progress report - one page synopsis by Wednesday, 17 January 2007

Final report by Wednesday, 7 February 2007

Penalties

In fairness to other students, work submitted after the deadline will be subject to a penalty of 5% of the total marks available per day of lateness. Assignments more than one week late will not be accepted. A "zero" mark will be applied. In the event of unusual, unforeseen circumstances (e.g., serious illness, family bereavement), students should discuss waiver of the penalty with the course co-ordinator prior to the deadline date.

Mandatory Course Requirements

There are no mandatory course requirements for MMBA 555.

Passing the Course

In order to pass this course students are required to obtain at least fifty percent of the overall course marks available.

Victoria MBA Grading Standards

- **MBA - Excellent Category**
A (80 – 85%) to A+ (above 85%): The quality is performed to a very high level of proficiency, i.e. it is at a standard that makes it exceptional at Master's level.
- **MBA - Very Good Category**
B+ (70 – 74%) to A- (75 – 79%): The quality is performed at a high standard. Students have reached a level which clearly exceeds “competency”.
- **MBA - Good Category**
B- (60 – 64%) to B (65 – 69%): The quality is clearly demonstrated without being exceptional in any way. Students can be thought of as competent in respect of this quality.
- **MBA - Satisfactory Category**
C (50 – 54%) to C+ (55 – 59%): The quality is demonstrated to a minimally acceptable level. There may be flaws but these are not serious enough to “fail” the student on this quality.
- **MBA - Unsatisfactory Category**
E (0 – 39%) to D (40 – 49%): The quality is absent or performed to a very low level, or the performance is seriously flawed in this respect.
- Please note that the MBA Board of Studies (End of Course Marks Meeting) reserves the right to adjust final grade distributions in order to achieve meaningful grading standards and equity in the application of evaluation standards across various MBA courses.

Individual Work

While the Victoria MBA programme has a tradition of study group collaboration, there are important elements in the assessment process that are strictly individual. Collaboration on individual assignments is not allowed beyond general discussion as to how one might interpret the nature of the assignment question. Please do not work together to formulate a response and do not loan out your completed assignment before it has been marked.

Referencing

There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>).

Communication of Additional Information

Communication to students will take the form of emails for notices and reminders, and the use of Blackboard for displaying class notes and lecture slides, which will be posted the day following the lecture.

Lecture Schedule – MMBA 555

	Date	Lecture Topic
1	15 November	Introduction: Integrated Marketing Communications IMC
2	22 November	Brand Building
3	29 November	The Role of Advertising
4	6 December	Below the Line: Sales Promotion
5	13 December	Looking after Corporate Affairs: Public Relations
6	20 December	Sales Force Management
7	10 January	Direct Response
8	17 January	Seminar Presentations (I)
9	24 January	Seminar Presentations (II)
10	31 January	Seminar Presentations (III)
11	7 February	Back to the beginning - an overview

Faculty of Commerce and Administration Offices**Railway West Wing (RWW) - FCA Student and Academic Services Office**

The Faculty's Student and Academic Services 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 Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education 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.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

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 are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy 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; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in 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 at 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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

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 Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as 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, 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 (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs 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 (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga - Maori and Pacific Mentoring Programme (Faculty of Commerce and Administration)

This is a mentoring service for Maori and Pacific students studying at all levels. Weekly one hour sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade, and Room 210 and 211, Level 2, Railway West Wing. Sessions cover drafting and discussing assignments, essay writing, and any questions that may arise from tutorials and/or lectures. A computer suite networked to Cyber Commons is available for student use.

To register with Manaaki Pihipihinga, please contact one of the following:

Puawai Wereta
 Manaaki Pihipihinga Coordinator
 Room 210, Level 2
 Railway West Wing
 Tel. (04) 463 8997
 Email: Puawai.Wereta@vuw.ac.nz

Fa'afoi Seiuli
 Pacific Support Coordinator
 Room 109 B
 14 Kelburn Parade
 Tel. (04) 463 5842
 Email: Faafoi.Seiuli@vuw.ac.nz

The Pacific Support Coordinator is also available on the Pipitea Campus, Room 212, Level 2, Railway West Wing, every Thursday, 1-4pm. No appointment is necessary. You can either come in, email or phone with any issue that you need help with. Fa'afoi links Pacific students to the services and support they need while studying at Victoria.