

School of Marketing and International Business

MARK 406

MANAGING MARKETING COMMUNICATIONS

Trimester Two 2007

COURSE OUTLINE

Contact Details

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Please feel free to discuss your progress in MARK 406 at any time. Call by or make an appointment. Please talk 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.

Class Times and Room Numbers

Class lectures are Monday, 13:40 – 16:30, Rutherford House G03

The final examination period for the second semester is 15 October to 11 November 2007

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

Expected 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.

Group Work

It is not anticipated that there will be group work. If it becomes necessary for seminars to be presented by groups, the organisation and evaluation procedures will be discussed on the second week of class.

Assessment Requirements

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: ¹ | | 25 |
| Paper | 15 | |
| Presentation | 10 | |
| Assignment 2: Integrated Marketing Communications Plan ² | | 25 |
| Class participation | | 10 |
| Final examination | | 40 |
| This examination will be closed book and three hours in duration. | | |
| | | Total: 100 |

¹ The handout "Suggested seminar topics" will be handed out the first class meeting.

² The handout "Project Brief: Marketing Communications Plan: 2007" will be handed out the first class meeting.

Mandatory Course Requirements

You need to complete and submit Assignment 1 (seminar), Assignment 2 (Integrated Marketing Plan), and sit the examination. You are required to obtain an overall mark of at least 50%, and a mark of 50% on the final examination to pass this course.

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 (e.g., illness, bereavement) that may be grounds for waiver of the penalty, please contact me.

Communication of Additional Information

A requirement of MARK 406 is that participants have an email address and that they check it frequently for class related messages.

Course Content:

| Week | Dates | Topic |
|-------------|--------------|--|
| 1 | Jul 9 | Introduction IMC readings. |
| 2 | Jul 15 | What do we know and where are we going? Developing a framework for learning Evolution of IMC and practice Discuss Assign 1 |
| 3 | Jul 23 | Brand equity and the communications process Discuss Assign 2 |
| 4 | July 30 | Exploring the communications mix: the role of advertising |
| 5 | Aug 6 | Exploring the communications mix: direct and database marketing, sales promotion, Internet |
| 6 | Aug 13 | Exploring the communications mix sponsorship, cause related marketing, public relations, viral marketing and WOM Study Break Study Break |
| 7 | Sept 3 | Communications practice settings |
| 8 | Sept 10 | Seminar presentations |
| 9 | Sept 17 | Seminar presentations |
| 10 | Sept 24 | Seminar presentations Not-for-profit communications/ social marketing Ethics in communications |
| 11 | Oct 1 | Consumer diversity and marketing communications Communicating with specific cultural segments Guest speaker |
| 12 | Oct 8 | 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.

Readings

The course is largely readings based. The reading will be handed out in class one to two weeks before they will be discussed in class.

Materials and Equipment

No equipment will be needed other than those available in student computer labs. No equipment will be needed for the final examination.

There will be a field trip to an advertising agency for which students will have to arrange their own transportation.

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.

Notice of Turnitin Use

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. At the discretion of the Head of School, handwritten work may be copy typed by the School and subject to checking by Turnitin. You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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 or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.