

School of Marketing & International Business

MARK 301 MARKETING COMMUNICATIONS

Trimester One 2008

COURSE OUTLINE

Contact Details

The Course Coordinator and Lecturer for MARK 301 is:

Jayne Krisjanous
Lecturer in Marketing

Office: RH1118, Rutherford House
Telephone: 463 6023
Email: jayne.krisjanous@vuw.ac.nz
URL: <http://www.vuw.ac.nz/smib>

Office Hours:

The Course Coordinator will be available in RH1118 (Rutherford House) on **Mondays 10.30am-12.30pm** and **Thursdays 11.30am-1.30pm**, commencing week 2. If you wish to meet outside of these hours please make an appointment.

Tutor Contact Details:

Contact details for all tutors will be available on Blackboard.

Class Times and Room Numbers:

Lectures take place twice a week on **Wednesday 2.30-3.30 pm** and **Thursday 2.30-4.30 pm**. All lectures will take place in GB LT 2.

Tutorials

Six weekly one-hour tutorials commence week 3. Tutorials will take place during weeks 3, 4, 6, 7, 8 and 9.

The tutorials that take place on weeks 4 and 8 and are optional, are set aside for you to talk to your tutor about the assignments.

The tutorials that take place during weeks 3, 6, 7 and 9 are set aside for case analysis. (Student tutorial participation evaluation is attached to these tutorials).

The cases will be issued week 2 of the course.

In order to ensure a balanced number in every tutorial, there will be a finite allocation of spaces to each tutorial. Sign-up for tutorials will occur via S-cubed. Instructions for using S-

cubed will be provided in class and on the Blackboard site. The tutorial groups and rooms will be posted on Blackboard by the end of week 2.

Class Representative

A class representative will be elected during week 1 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.

Course Objectives

By the end of this course, students should have a good working knowledge of the range of communications tools and options available for marketers from 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:

- Understand the place of Integrated Marketing Communications in the overall strategy of a business
- Explain how effective marketing communications and brand management influences brand image and enhances brand equity
- Analyse the communication process and understand the objectives that marketing communications efforts attempt to accomplish
- Explain how the fundamentals of buyer behaviour are integral to marketing communications and be able to apply these into the planning and execution of marketing communications
- 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
- Describe the different components of the communications mix and understand how the mix interacts
- Determine the best choice of media to meet communications objectives for a given situation and that will reach target audiences effectively
- Develop an Integrated Communications Plan
- Measure the effectiveness of a communications programme
- Understand how a brand may be considered and evaluated as part of a company's equity and asset base
- Explain perspectives concerning the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice

Course Content

Lectures and Tutorials	Topic	Text and case study readings
Week 1 beginning Feb 25	Course introduction The concept and context of Integrated Marketing Communications (IMC) <i>Essay topics for Assignment One handed out</i> <i>No tutorials this week</i>	Chap 1, 3
Week 2 beginning Mar 3	Consumer behaviour in the context of MARCOMS Creating brand equity through MARCOMS <i>No tutorials this week</i>	Chap 2, 4
Week 3 beginning Mar 10	Communications process and models Source, message and channel factors <i>Brief for Assignment 2 handed out</i>	Chap 5, 6
Week 3 Tutorial 1	<i>Case Study; IBM-Brand equity restoration and advertising evolution</i>	Handout
Week 4 beginning Mar 17	Advertising	Chap 8, 9, 10
Week 4 Tutorial 2	<i>Assignment 1 drop in session</i>	
Week 5 beginning Mar 26	Advertising media Support media/ packaging Brand names and logos <i>No tutorials this week</i>	Chap 11,12,13
<i>Assignment 1 due Friday 28 March at 4pm to the MARK 301 box on the Mezzanine Floor, Rutherford House.</i>		
Week 6 beginning Mar 31	Planning for IMC Legal and ethical issues	Chap, 7 21,22 Dann & Dann
Week 06 Tutorial 3	<i>Case study; Benetton group. The evolution of a communication strategy</i> <i>Assignment 2: One page proposal due at tutorial</i>	Handout
Week 07 beginning Apr 7	Direct Marketing and the Internet as marketing communication tools Class exercise <i>No tutorials this week</i>	Chap 14, 15

Week 07 Tutorial 4	<i>Case Study: Brand repositioning of McDonald's New Zealand in response to changes in the marketing environment</i>	Handout
<i>April 14th – 27th: Mid-semester break</i>		
Week 08 beginning Apr 28	Sales Promotions and Personal Selling as marketing communications tools	Chap 16, 18
Week 08 Tutorial 5	<i>Assignment 2 drop in session</i>	
Week 09 beginning May 5	Public relations, managing corporate image, Sponsorship and Cause Related Marketing campaigns Assignment 2 discussion	Chap 17
Week 09 Tutorial 6	<i>Case Study; Using advertising to fight the War on Drugs – the power of social marketing or a waste of money?</i>	Handout
Week 10 beginning May 12	New media; Viral marketing, WOM, SMS Communications in social marketing <i>No tutorials this week</i>	Handout
<i>Assignment 2 Thursday 15 May at 4pm to the MARK 301 box on the Mezzanine floor, Rutherford House</i>		
Week 11 beginning May 19	Managing diversity in communications Contemporary issues in MARCOMS Measuring the effectiveness of MARCOMS campaigns <i>No tutorials this week</i>	Chap 19
Week 12 beginning May 26	Contemporary issues in MARCOMS Course wrap-up and review <i>No tutorials this week</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 and/or on the Blackboard site.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **14 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 and provide a framework of the lecture only.

Group Work

There is no formal component of group work involved in this course. However, learning to work effectively in a group is an important element of a university education, and students will be encouraged to work in groups during lectures and tutorials.

Readings

The prescribed text for the course is:

Title: Advertising and Promotion: An Integrated Marketing Communications Perspective,
(7th Edition)

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

Publishers: Irwin, Boston

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. Additional materials such as case studies, readings etc will be made available to course participants during the course.

Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

Assessment Requirements

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.

Assessment Schedule

1. Assignment 1: Essay **15%**

(2500 words max)

Due: 4pm Friday 28 March 2008 (Week 5)

The essay topics for this assignment will be handed out in the week 2 lecture. One is to be selected from the choice of topics given.

2. Assignment 2: Integrated Marketing Communications Plan **25%**

(3500-4000 words max)

Due: 4pm Thursday 15 May 2008 (Week 10)

Please note, a one page proposal for this report to be handed in at the week 3 tutorial

Continued overleaf

3. Tutorial Participation

10%

The tutorials where your performance will be evaluated by your tutor will take place during weeks 3, 6, 7 and 9. At the start of each tutorial each student must hand in a one page (A4 size), hand written or typed, summary answer for that tutorial.

Marks and comments will be submitted to the MARK 301 Course Coordinator 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.

4. Final examination

50%

The final examination for MARK 301 will occur in the examination period: June 5 to June 25, 2008. This examination will be closed book and three hours in duration. The actual examination date and time will be notified to students once it becomes available.

Handing in and return of assignments

Submit into the MARK 301 Assignment Box, Mezzanine Floor, Rutherford House by 4pm on the due date. Assignments will usually be handed back during the lecture on the scheduled return date (see Blackboard for details). If you miss this opportunity, please check the Blackboard site for further instructions. Assignments handed in late must be date stamped and signed-in by the 11th floor reception staff. Do NOT slide them under doors or put them into the box after the due date.

Penalties

The following penalties apply in MARK 301:

Late Penalty: If assignments are submitted late, you will lose 10% per day for each day late unless written permission for an extension has been obtained in advance from the Course Coordinator. In other words, if you score 75% on an assignment, but it is 2 days late, you would lose 20% of 75%, and your final score would be 60%.

Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of 2.5% for each 500 words over the limit.

Mandatory Course Requirements

To pass MARK 301, students must, in addition to obtaining an overall course mark of at least 50%:

1. Attend all four of the tutorials that are set aside for examining specific case studies and submit a one-page synopsis of the tutorial questions to be discussed.
2. Submit both assignments on time as outlined in the assessment section.
3. Attend the final examination and obtain a minimum mark of 40% in the final examination in order to pass the course as a whole.

Failure to meet these requirements will mean that you will receive a K if your course mark exceeds 50, otherwise a D or E.

Communication of Additional Information

Course information and lecture notes will be posted on the Blackboard website <http://blackboard.vuw.ac.nz>. This site will contain regular announcements, assignment information, external links, lecture notes and other resources. Lecture notes available will provide a **framework only** of the main points presented in the lectures. Additional Information and/or announcements which may need to be made from time to time will be posted on the MARK 301 Blackboard site, and made in class when possible.

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 on the ground floor (EA005). This counter is the first point of contact for :

- 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 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 <http://www.victoria.ac.nz/home/about/policy/default.aspx>

For information on the following topics, go to the Faculty's website www.victoria.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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.