

School of Marketing & International Business

**MARK 406 MANAGING MARKETING  
COMMUNICATIONS**

Trimester 2008

**COURSE OUTLINE**

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**Names and Contact Details**

**The Course Coordinator and Lecturer for MARK 406 is:**

**Jayne Krisjanous**  
Lecturer in Marketing

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**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.

**Trimester Dates**

MARK 406 takes place from Monday 7 July to Friday 10 October 2008.

**Class Times and Room Numbers:**

Lectures take on **Wednesday 10.30 am - 1.30 pm**. All lectures will take place in RH GO3.

## **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 all the above in both goods and service-based contexts

### **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 group 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 either be made available to you, or a link provided for you to access an article via the library databases.

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## Schedule of sessions: MARK 406:

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<b>Week</b>	<b>Dates</b>	<b>Topic</b>
1	Jul 9	Course introduction IMC readings.
2	Jul 16	What do we know and where are we going? Developing a framework for learning Evolution of IMC and practice Discuss Assign 1
3	Jul 22	Brand equity and the communications process Discuss Assign 2
4	Jul 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
	Mid Trimester Break	
7	Sept 3	Consumer diversity and marketing communications Communicating with specific cultural segments Guest speaker
8	Sept 10	Not-for-profit communications/ social marketing Ethics in communications
9	Sept 17	Communications practice settings
10	Sept 24	Seminar presentations
11	Oct 1	Seminar presentations
12	Oct 8	Project discussion Measuring the success of communication strategies and implementation Course review

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## **Group Work**

You will be required to work in groups as part of the learning for this course. This will contribute in part to consideration of your participation grade. Group work does not form part of any other formal assessment.

## **Materials and Equipment**

No additional materials or equipment are necessary for this course.

## **Assessment**

MARK 406 is assessed on the basis of class participation; one seminar presentation and write up; and one Integrated Marketing Communications Plan as outlined below:

### *Marks*

Assignment 1: Seminar:		30
Paper	20	
Presentation	10	
Assignment 2: Integrated Marketing Communications Plan		30
Class participation		10
Final Test		30
		<b>Total: 100</b>

## **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
- Synthesise 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 16

Paper due: August 6

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 30% 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. Details for this assignment will be distributed in Session 3.

**Time frame**

Progress report: one page synopsis: September 3

Final report due: September 24

**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.

**Mandatory Course Requirements**

To meet mandatory course requirements in MARK 406, students must submit all of the assigned work as outlined in the course outline. Students must obtain at least 50% in the final test, and 50% overall, to obtain a pass grade for this course.

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. Additional Information and/or announcements which may need to be made from time to time will be posted on the MARK 406 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.

## **Use of Turnitin**

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.victoria.ac.nz/home/about/policy/students.aspx](http://www.victoria.ac.nz/home/about/policy/students.aspx). For information on the following topics, go to the Faculty's website [www.victoria.ac.nz/fca](http://www.victoria.ac.nz/fca) under Important Information for Students:

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

## **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 students or staff.*

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

*Note: including the work of others will not be considered plagiarism as long as the work 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:

[www.victoria.ac.nz/home/studying/plagiarism.html](http://www.victoria.ac.nz/home/studying/plagiarism.html)

### **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](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 6015. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.