

Victoria Management School

**MMBA 555 MARKETING COMMUNICATIONS**

Trimester 3 - 2008

**COURSE OUTLINE**

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**Contact Details**

Course Co-ordinator:

Dr. James Richard

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**Class Times and Room Numbers**

Saturday 17 January– 14 February 2009  
9:30 – 16:00

Room: RHG01

**Withdrawal dates:**

Information is available on <http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefulds.aspx>

**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

Chitty, W., Barker, N. and Shimp, T. (2008). **Integrated Marketing Communications** (2<sup>nd</sup> ed), South Melbourne, Victoria, Australia: Cengage Learning.

## 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	50%	
presentation	10%	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 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	Saturday, 17 January 2009
	Seminar presentations	Saturday 31 January 2009
	Paper due	Saturday, 7 February 2009

## 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 60% of the participant's overall grade. It is designed to run for the duration of the course.

Time frame:

Project definition, including organisation to be studied. Maximum length 1 page.	Saturday, 24 January 2009
Presentation	Saturday 31 January 2009
Final report	Saturday, 14 February 2009

## 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

To meet the mandatory course requirements for MMBA 555, students must submit all of the assigned work.

## Communication of Additional Information

Any additional information or changes will be communicated at the beginning of lectures, added to the MMBA555 Blackboard announcements and/or communicated through e-mail. You will be able to access the course outline, course notes, and other learning material via Blackboard. The address is: <http://blackboard.vuw.ac.nz>. You will be asked for your SCS username and student ID. Click on the MMBA 555 course name under **My Courses**.

## Victoria MBA Grading Standards

### Victoria MBA - **Excellent** Category

A (80 – 84%) to A+ (85% & above): 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.

### Victoria 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”.

### Victoria 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.

### Victoria 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.

**Victoria 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**

	<b>Date</b>	<b>Lecture Topic</b>
1	17 January	Introduction: Integrated Marketing Communications IMC Brand Building The Role of Advertising
2	24 January	Below the Line: Sales Promotion Looking after Corporate Affairs: Public Relations Sales Force Management
3	31 January	Direct Response Project presentations and group analysis Back to the beginning - an overview
4	7 February	Seminar Presentations
5	14 February	Project Due

## 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.

## 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.

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