

School of Marketing & International Business

MARK 301 MARKETING COMMUNICATIONS

Trimester One 2009

COURSE OUTLINE

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 **Wednesdays 11.30 am-1pm** 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.

Trimester Dates

The first trimester is from Monday 2 March to Wednesday 1 July 2009.

Class Times and Room Numbers

Lectures take place twice a week on **Tuesday 1.40-3.30 pm** and **Wednesday 1.40-2.30pm**. All lectures will take place in RH LT2

Tutorials

Tutorials will commence in week 3 of the course. Tutorial times and membership will be confirmed and finalised by week 2 of the class.

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Course Learning Objectives

By the end of this course, students should be able to

1. Explain the place of Integrated Marketing Communications in the overall strategy of a business (assessed by tutorials, final examination)
2. Explain how effective marketing communications and brand management contributes to business value (assignment 1 & 2, final examination)
3. Describe the communication process, including the communications mix, and explain the objectives that marketing communications efforts attempt to accomplish within the target audience (assignment 2, final examination)
4. Summarise the impact of consumer diversity and the importance of targeting marketing communications to specific consumer groups, both within the context of New Zealand society and internationally (tutorials, assignment 2, final examination)
5. Explain the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice (assignment 1 & 2, tutorials)
6. Design and execute an Integrated Marketing Communications plan (assignment 2, final examination)

Course Content

Lectures and Tutorials	Topic	Text and case study readings
Week 1 beginning Mar 2	Course introduction The concept and context of Integrated Marketing Communications (IMC) <i>Essay topics for Assignment 1 handed out</i> <i>No tutorials this week</i>	Chap 1 (p.2-8)
Week 2 beginning Mar 9	Consumer behaviour in the context of MARCOMS Creating brand equity through MARCOMS <i>No tutorials this week</i>	Chap 1 (p.9-15) & Chap 4
Week 3 beginning Mar 16	Communications process and models Source, message and channel factors Persuasion <i>Brief for Assignment 2 handed out</i>	Chap 2, 3
Week 3 Tutorial 1	<i>Case Study; TBA</i>	Handout
Week 4 beginning Mar 23	Advertising Management	Chap 5 (p.104-110), & Chap 6
Week 4 Tutorial 2	<i>Assignment 1 drop in session</i>	
Week 5 beginning Mar 30	Advertising media Support media/ packaging Brand names and logos <i>No tutorials this week</i>	Chap 8,9,11

**Assignment 1 due Thursday 2 April at 4pm
to the MARK 301 box on the Mezzanine Floor, Rutherford House.**

Week 6 beginning Apr 6	Planning for IMC Legal and ethical issues	Chap 5 (p.112-131)
Week 6 Tutorial 3	<i>Case study; TBA</i> Assignment 2: One page proposal due at tutorial	Handout

April 13th-26th: Mid-semester break

Week 7 beginning Apr 27	Direct Marketing and Technology-based MARCOMS Class exercise	Chap 10,12
Week 7 Tutorial 4	<i>Case Study; TBA</i>	Handout
Week 8 beginning May 4	Sales Promotions and Personal Selling as marketing communications tools	Chap 13,15
Week 8 Tutorial 5	<i>Assignment 2 drop in session</i>	
Week 9 beginning May 11	Public relations, managing corporate image, Sponsorship and Cause Related Marketing campaigns Assignment 2 discussion	Chap 14
Week 9 Tutorial 6	<i>Case Study; TBA</i>	Handout
Week 10 beginning May 18	Communications in social marketing Managing diversity in communications No tutorials this week	
Assignment 2 Thursday 21 May at 4pm to the MARK 301 box on the Mezzanine floor, Rutherford House		
Week 11 beginning May 25	Contemporary issues in MARCOMS Measuring the effectiveness of MARCOMS campaigns No tutorials this week	Chap 7

Week 12 beginning June 1	Contemporary issues in MARCOMS Course 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.

Readings

The prescribed text for the course is:

Chitty, W., Barker, N. & Shimp, T. (2008). Integrated Marketing Communications: Second Asia Pacific Edition. Australia: Cengage Learning.

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. The course will be drawing on a number of sources and texts. Additional materials such as case studies and readings will be made available to course participants during the course. Copies of the course text have been deposited in the Commerce Library; however, you are strongly advised to purchase the course text.

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: Thursday 2 April at 4pm (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 21 May at 4pm (Week 10)

Please note, a one page proposal for this report to be handed in at the tutorial 3 (week 6)

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 Friday, 12 June to Wednesday, 1 July, 2009. 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. Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

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.

Continued over

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. Obtain a minimum mark of 40% in the final examination.

Communication of Additional Information

Additional University information is available on the MARK 301 Blackboard site. Additional information specific to MARK 301 will be communicated in class or on the MARK 301 Blackboard site.