

School of Marketing & International Business

MARK 406 MANAGING MARKETING COMMUNICATIONS

Trimester Two 2009

COURSE OUTLINE

Names and Contact Details

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Trimester Dates

MARK 406 takes place from Monday 13 July to Friday 16 October 2009.

Withdrawal dates: Information available via
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Class Times and Room Numbers

Lectures take on **Tuesday 8:30 am to 11:20 am**. All lectures will take place in RH GO1.

Course Content

MARK 406 examines the role of marketing communications within consumer and organisational settings.

Course Learning Objectives

On completion of MARK 406 course participants should be able to:

1. Construct a robust conceptual and measurement framework of marketing communications theory, within multicultural contexts
2. Assess the relative potential and application of each element of the communications mix in the determination of a particular communications strategy
3. Explain the interaction between marketing communications and brand equity

4. Develop skills in critique of academic literature and ability to link theoretical concepts to practice settings
5. Develop and extend areas of interest in marketing communications.

Course Delivery

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.

Expected Workload

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.

Readings

This course is primarily reading based and there is no set text. There will be set articles most weeks 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.

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 Requirements

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: Course Learning Objectives that pertain to each piece of assessment are in brackets.

	<i>Marks</i>
Assignment 1: Seminar (<i>Learning Objectives: 1 - 5</i>)	30
Paper	20
Presentation	10
Assignment 2: Integrated Marketing Communications Plan (<i>Learning Objectives: 1 – 5</i>)	30
Class participation (<i>Learning Objectives: 1-5</i>)	10
Final Test (<i>Learning Objectives: 1 - 4</i>)	30
Total:	100

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

Penalties

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 21

Paper due: August 11

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 assignment 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 8

Final report due: September 29

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.

Schedule of sessions: MARK 406: (subject to change)

Week	Dates	Topic
1	Jul 13	Course introduction IMC readings.
2	Jul 20	What do we know and where are we going? Developing a framework for learning Evolution of IMC and practice Discuss Assign 1
3	Jul 27	Brand equity and the communications process Discuss Assign 2
4	Aug 3	Exploring the communications mix: the role of advertising
5	Aug 10	Exploring the communications mix: direct and database marketing, viral marketing and WOM, the digital environment
6	Aug 17	Exploring the communications mix sponsorship, cause related marketing, public relations, sales promotion
	Mid Trimester Break	
7	Sept 7	Consumer diversity and marketing communications Communicating with specific cultural segments Guest speaker
8	Sept 14	Not-for-profit communications/ social marketing Ethics in communications Measuring the success of communication strategies and implementation
9	Sept 21	Communications practice settings

10	Sept 28	Seminar presentations
11	Oct 5	Seminar presentations Measuring the success of communication strategies and implementation Course review
12	Oct 12	Test

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

Any additional information or changes will be communicated at the beginning of lectures, added to the MARK 406 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>

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

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

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/Contactus.aspx>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/