

School of Marketing & International Business

MARK 301 MARKETING COMMUNICATIONS

Trimester One 2010

COURSE OUTLINE

Names and Contact Details

Course Coordinator /Lecturer: LayPeng Tan
Office: RH 1126, Rutherford House
Phone: 463 5152
E-mail: laypeng.tan@vuw.ac.nz
Office Hours: Tuesday 4-5pm, or by appointment

Tutor Contact Details

Contact details for all tutors will be available on Blackboard.

Trimester Dates

Teaching Period: Monday 1st March – Friday 4th June 2010

Study Period: Monday 7th June – Thursday 10th June 2010

Examination Period: Friday 11th June – Wednesday 30th June 2010 (inclusive)

Withdrawal from Courses

Information available via

Withdrawal dates: Late withdrawals with Associate Dean (Students) permission
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Withdrawal dates: refunds:

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

Class Times and Room Numbers

Lectures take place twice a week on **Monday 2.40-4.30 pm** and **Tuesday 2.40-3.30pm**. All lectures will take place in RH LT2.

Tutorials

Tutorials will commence in week 3 of the trimester. Tentative days and times for tutorials will be placed on BlackBoard. Signing-up for tutorials will be through the S-cubed tutorial registration system. A link to which will also be placed on BlackBoard. **S-cubed will open at 4.45pm on Monday 1st March and close at 10am Monday 8th March**. Tutorial times and membership will be confirmed and finalised by week 2.

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
2. Explain how effective marketing communications and brand management contributes to business value
3. Describe the communication process, including the communications mix, and explain the objectives that marketing communications efforts attempt to accomplish within the target audience
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
5. Explain the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice
6. Design and execute an Integrated Marketing Communications plan

Course Content

MARK301 provides a practical link between marketing communications theory and real life media planning activities. This course concentrates on analysing how to design and deliver an effective media plan in an increasingly competitive, crowded and noisy marketplace. It will cover all aspects of the media mix - TV, radio, print, sponsorship, product placement and the internet.

A course schedule, including assigned readings, is provided below. Please note that the course schedule and content may be subjected to minor modifications as the trimester progresses. Should this happen, announcements will be made via Blackboard or at the lectures.

12	31-May	Final Exam Prep Project Feedback	No Tutorial	
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TEACHING WEEK	DATE (week beginning)	TOPIC	Tutorial (Key Activities)	Required Reading
1	1-Mar	Course overview IMC and Brand Equity Issuance of Assignment #1 (Individual)	No tutorials	Textbook CBS Ch 1
2	8-Mar	Communication and Persuasion	No tutorials	Textbook CBS Ch 2& 3
3	15-Mar	Segmentation and Brand Positioning Briefing for Assignment #2 (Group Project)	T1: Project Group Formation, Issuance of Project Briefs & Case Study	Textbook CBS Ch 4
4	22-Mar	Advertising Management	T2: Tutorial Activity: Brand Positioning Preparing for "Progress Discussion #1"	Textbook CBS Ch 5
5	29-Mar	Advertising Strategy & Implementation	T3: Progress discussion #1: Campaign goals & objectives, target audience	Textbook CBS Ch 6 & 7
	5-Apr 12-Apr	Mid Term Break	(No consultation during mid break)	
6	19-Apr	Media Strategy	T4: Case discussion Preparing for "Progress Discussion #2"	Textbook CBS Ch 8-10 Handout
Assignment #1 (Individual) due 19 April at 4pm MARK 301 box on the Mezzanine Floor, Rutherford House				
7	26-Apr	Media Planning and Analysis	T5: Progress Discussion #2: Creative & Media strategy	Textbook CBS Ch 11
8	3-May	Direct Marketing	T6: Case Discussion	Textbook CBS Ch 12 Handout
9	10-May	Sales Promotion	No Tutorial - Project Consultation	Textbook CBS Ch 13
10	17-May	Marketing Public Relations and Sponsorships / Personal Selling	No Tutorial - Project Consultation	Textbook CBS Ch 14, 15
Assignment #2 (Group) due 20 May at 10am MARK 301 box on the Mezzanine Floor, Rutherford House				
11	24-May	Supplementary Topic	No Tutorial	TBA

Course Delivery

MARK 301 consists of a combination of lectures and tutorials. The purpose of the tutorials is to practically apply the material learnt in lectures.

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **15 hours per week** in reading, tutorial preparation, assignments and thinking about the course material. It is vital that you come to all lectures and tutorials. 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. The lecture notes are only to provide a framework of the lectures.

Group Work

Assignment #2 is a group assignment. For more details please see the assessment section of this outline.

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, students 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

MARK 301 is assessed by an external examination (50%) and internal work (50%). The assessment is structured as follows:

Assessment	Due Date	Value	Objectives Assessed
Assignment #1: Individual Essay	19 April, 4pm	15%	2, 5
Assignment #2: Group IMC Plan	20 May, 10am	25%	2, 3, 4, 5, 6
Tutorial Participation (Individual)	Tutorials	10%	1, 4
Final Examination	Exam Period	50%	1, 2,3,4, 6

Assignment #1: Individual Essay

The essay topics and more specific information for this assignment will be handed out in the week 2 lecture. One is to be selected from the choice of topics given. **Word limit: 2,500 words maximum.**

Assignment #2: Group Integrated Marketing Communications Plan

This is a group assignment. Further information about this assignment will be provided in a separate handout (Major Project Brief) in Week 3. **Word limit: 4,000 words maximum.**

Groups are to be formed in class during the tutorial in week 3. Students who are not present on that day will be randomly assigned to groups. Each group member is expected to contribute equally to the project. At the end of the trimester each member has to fill out a **peer-evaluation form**, grading the participation of other group members for this group assignment. It is strongly advised that each student should maintain a diary / records of group meetings and task allocations amongst the group members.

The course coordinator reserves the right to increase or decrease the final grade based on peer evaluations.

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.

Tutorial Participation

Each student is expected to participate actively and constructively in all tutorials. To achieve a high grade for tutorial participation, student must offer constructive comments during class discussions.

Marks and comments will be submitted to the MARK 301 Course Coordinator at completion of the final tutorial. The mark is an average over the term, including 0 marks if non-

participatory. The criteria on which evaluation is made consists of: attendance, ability to listen well, enthusiasm and contribution to discussion, demonstrated ability to link the discussion 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.

Final examination

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

The final examination for this course will be scheduled at some time during the period from **Examination Period: Friday 11^h June – Wednesday 30th June 2010.**

Further information about final examination will be provided in around Week 10.

Handing in and return of assignments

Assignments 1 and 2 are to be submitted into the MARK 301 Assignment Box, Mezzanine Floor, Rutherford House by due date. 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.

Assignments will usually be handed back during the tutorial / lecture on the scheduled return date (see Blackboard for details). Uncollected assignments will be held in the SMIB office (RH1126) for three months following the end of term, and disposed of after that time.

Penalties

The following penalties apply in MARK 301:

Late Penalty: There will be a penalty of 10% for each day a piece of assessment is submitted late unless written permission for an extension has been obtained in advance from the Course Coordinator.

Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of 3% for each 300 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 at least 5 out of the 6 tutorials. (If you are serious about passing this course, you should attend ALL the tutorials).
2. Submit both assignments on time as outlined in the assessment section.
3. Obtain a minimum mark of 40% in the final examination.

Class Representative

A class representative will be elected in the first class. The name and contact details of the representative will be made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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. Please check BlackBoard regularly.

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

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>

AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

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