

School of Marketing & International Business

**MARK 406 MANAGING MARKETING  
COMMUNICATIONS**

Trimester Two 2010

**COURSE OUTLINE**

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**Course Coordinator**

**Jayne Krisjanous**  
Lecturer in Marketing

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**Office Hours**

These are **Wednesdays 10.30 am to 12 noon**, commencing Week 2 in RH1118. If you wish to meet outside of these hours email me for a suitable time.

**Trimester Dates**

**Teaching Period:** Monday 12<sup>th</sup> July – Friday 15<sup>th</sup> October 2010

**Study Period:** Monday 18<sup>th</sup> October – Thursday 21<sup>st</sup> October 2010

**Examination Period:** Friday 22<sup>nd</sup> October – Saturday 13<sup>th</sup> November 2010 (inclusive)

**Withdrawal from Courses:**

Your fees will be refunded if you withdraw from this course on or before **23 July 2010**

The last date for withdrawal from this course is the three-quarter point of the teaching period, i.e. **Friday 24 September**. After that date, permission to withdraw requires the permission of the Associate Dean (Students) as set out in section 8 of the Personal Courses of Study Statute <http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

To apply for permission, fill in the Late Withdrawal form available from either of our Student Customer Service Desks.

## **Guest Speakers**

Guest speakers will contribute to the course. Sessions for which guest speakers are anticipated will be notified as the course progresses.

## **Class Times and Room Numbers**

Lectures take place on **Tuesday 9.30am—12.20pm**, in RWW 414.

## **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 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; a written Integrated Marketing Communications Plan and a final test, as outlined below. Course Learning Objectives that pertain to each piece of assessment are in brackets (see over for further details).

	<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
<i>Due</i>	
Class participation ( <i>Learning Objectives: 1-5</i> )	10
Final Test ( <i>Learning Objectives: 1 - 4</i> )	30
<b>Total: 100</b>	

*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 the Course Coordinator

### **Assignment 1: Seminar paper: (2500-3000 words)**

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 20

Paper due: August 10

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: (3,500- 4,000 words)**

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 7

Final report due: September 28

Word count:)

*See over*

## **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)**

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<b>Week</b>	<b>Dates</b>	<b>Topic</b>
1	Jul 13	Course introduction What do we know and where are we going? IMC readings.
2	Jul 20	Evolution of IMC and practice Brand equity and the communications process Discuss Assign 1
3	Jul 27	Exploring the communications mix: 1. Discuss Assign 2
4	Aug 3	Communicating behavioural change (to be confirmed)
5	Aug 10	Exploring the communications mix: 2
6	Aug 17	Exploring the communications mix: 3
	Mid Trimester Break	
7	Sept 7	Communications practice settings
8	Sept 14	Measuring the success of communication strategies and implementation

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9	Sept 21	Consumer diversity and marketing communications Seminar presentations
10	Sept 28	Seminar presentations
11	Oct 5	Seminar presentations Course review
12	Oct 12	Test

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### **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>

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

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/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/](http://www.victoria.ac.nz/st_services/mentoring/)