

Victoria Management School

MMBA 555 MARKETING COMMUNICATIONS

Trimester 3 - 2010

COURSE OUTLINE

Names and Contact Details

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Trimester Dates

Monday 15 November 2010 till 20 February 2011.

Teaching Period:

Monday 15 November 2010 till 7 February 2011.

Withdrawal from Course:

Your fees will be refunded if you withdraw from this course on or before: **21 November 2010.**

The last date for withdrawal from this course is the three-quarter point of the teaching period **28 January 2011.**

After that date, students wishing to withdraw late must apply on an 'Application for Associate Dean's Permission to Withdraw Late' including supporting documentation

The application form is available from our Student Customer Service Desks, ground floor Rutherford House.

Class Times and Room Numbers

Classes will be held on the following Mondays, with the exception on the week beginning 13 December, where the day will be notified. All classes are in GBG07. Class times are 1740 to 2030.

Week of course	Date	Week of course	Date
1	Monday 15 November	5	Monday 10 January

2	Monday 22 November	6	Monday 17 January
3	Monday 6 December	7	Monday 31 January
4	Week beg 13 December (day to be notified)	8	Monday 7 February

Course Content

This course examines the role of marketing communications within consumer and organisational settings.

Course Learning 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 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

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	3
Readings and presentation preparation	2
Seminar Preparation	3
Major Project	2-4
Total	10-12

Group Work

You will be required to work in groups for an article presentation for this course. This also forms part of the assessment. It is also expected that you prepare for and engage in all in-class activities in order to make this course a dynamic and enjoyable learning experience for all.

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.

Schedule of sessions: MMBA 555: (subject to change)

Week	Date	Topic	Text reading.
1	15 Nov	Course introduction Introduction to Marketing Communications Consumer perspectives Assignment discussion: Seminar and Article review	Chap.1 (p. 2-8) & Chap.4
2	22 Nov	Writing a communications plan Brand equity and marketing communications Ethical considerations in marketing communications Assignment discussion; Major project <i>Selected seminar topic proposal due</i> <i>Article review</i>	Chap.1(p. 9-18) & Chap. 5 (p. 112-131)
3	6 Dec	The communications process and persuasion	Chap.2 &3
4	Week beg 13 Dec	Exploring the communications mix i: Advertising management, media and media scheduling <i>Article review</i> <i>Seminar paper due</i>	Chap. 5 (p. 104-110), 6, 8, 9 & 11
5	10 Jan	Technology based communications Sales promotion Managing the sales force <i>Article review</i> <i>Major project proposal due</i>	Chap. 10, 12, 13 & 15
6	17 Jan	Public relations, sponsorship and cause related marketing <i>Seminar presentations</i>	Chap. 14
7	31 Jan	Social marketing Global communication campaigns Measuring the effectiveness of communications campaigns <i>Seminar presentations</i>	Chap. 7
8	7 Feb	Course summary <i>Seminar presentations</i> <i>Major project due</i>	

Readings

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

There will be additional readings. These will either be made available to you or notified on the MMBA 555 Blackboard site.

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 (Individual)		40%
Article presentation (Group))		10%
Seminar		
Written paper (Individual)	40%	
Presentation (Individual)	10%	50%
Total		<hr/> 100

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.

Examination/Tests

There is no examination or final test for MMBA 555.

Article review (group work)

Presentation and critique of an academic article nominated by the Course Coordinator, followed by the leading of a class discussion and/or activity related to the article discussed. Allocation to a group and a date will be discussed in class on week 1.

Seminar Paper

For a selected area 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/definition	Monday 22 November 2010
	Paper due	Monday 13 December 2010
	Seminar presentation (TBA)	

Major Project

Participants are asked to audit a communications programme and 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 40% of the participant's overall grade.

Time frame:

Major project proposal	Monday 10 January 2011
Maximum length 1 page	
Final report	Monday 7 February 2011

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 Coordinator 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.

Class Representative

A class representative will be elected in the first class. The class representative's name and contact details 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.

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.victoria.ac.nz/st_services/slss/studyhub/reference/APA.pdf)

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.

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

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

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