

School of Marketing & International Business

**MARK 301 MARKETING COMMUNICATIONS
(DISTANCE)**

Trimester One 2011

COURSE OUTLINE

Contact Details

The Course Co-ordinator and Lecturer for MARK 301 (Distance) is

Dr Jayne Krisjanous (Coordinator)
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Margaret Boon (Administration Assistant)
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In the first instance, as with on-campus lecture-based courses, your first point of contact should be the course tutor(s) through the online discussion boards on Blackboard.

Class Times and Room Numbers

As this is a distance course, there are no class times.

Trimester Dates:

Teaching Period: Monday 28th February – Friday 3rd June

The mid trimester study break is from the Monday 18th April to Monday 2nd May 2011.

During the study break the Discussion Boards will not be checked

The end of year study period is from Monday 6th June – Thursday 9th June 2011

The final examination for MARK 301 (Distance) will be during the weeks Friday 10th June – Saturday 2nd July (inclusive) 2011 in rooms on campus to be determined at a later date.

Note: Students who enrol in courses with examinations should be able to attend an examination at the University at any time during the formal examination period.

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before 11th March 2011.
2. The standard last date for withdrawal from this course is 14th May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for

permission on an ‘*Application for Associate Dean’s Permission to Withdraw Late*’ including supporting documentation

The application form is available from either of the Faculty’s Student Customer Service Desks.

Course Learning Objectives

By the end of this course, students should be able to achieve the following objectives:

1. Explain the place of Integrated Marketing Communications in the overall strategy of a business (postings, assignments, final examination)
2. Explain how effective marketing communications and brand management contributes to business value (postings, assignments, 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 (postings, assignments, final examination)
5. Explain the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice (postings, assignments, final examination)
6. Design and execute an Integrated Marketing Communications plan (assignment 2)

Course Content

As this is a distance course, all course content is located on your DVD and in Blackboard on the course website.

As a quick reference, the course is broken down into 10 modules as follows:

WEEK	MODULE NO	SUBJECT	READING
	PART 1:	THE CONCEPT OF COMMUNICATIONS AND THEORETICAL FRAMEWORKS	.
1	1.1	Introduction to Marketing Communications	Chap 1:p. 1-8
2	1.2	Consumer Perspectives and Brand Equity	Chap 4 & Chap 1: 9-24
3	1.3	Writing a communications plan/Ethical considerations in marketing communications	Chap 5: 112-131
	PART 2:	COMMUNICATIONS TOOLS, MEDIA, WRITING OF COMMUNICATIONS PLANS	
4	2.1	The communications process and Persuasion	Chap 2 & 3
5	2.2	Advertising management	Chap 5: 113-124, Chap 6,

6	2.3	Media and Media scheduling	Chap 8, 9, 11
7	2.4	Technology based communications	Chap 10, 12
	PART 3:	BRINGING IT ALL TOGETHER/ SPECIALIST AREAS - SOCIAL	
8	3.1	Personal selling and Sales promotion	Chap 13, 15
9	3.2	Public relations, Sponsorship and Cause related marketing	Chap 14
10	3.3	Social marketing, Global communications, Measurement and Summary	Chap 7

Using Blackboard

Once you are into your course, you can navigate around using the left hand panel (main menu).

Below is an outline of the main menu items in the flexible MARK 301 (Distance) site.

Assessment	Details and dates assessment, discussion board postings and tests.
Discussion	Used for participating in the mandatory online weekly discussions as well as for queries, problems and feedback.
Staff	Details of staff involved in the course.
FAQ	Where you will find a copy of the Course Outline.
Gradebook	Will eventually contain your assessment grades.
Tools	Personal tools. Also where you will find the online Blackboard manual.
Feedback	Where you give your anonymous feedback for the course.
Useful links	Information on distance library services.

Additional Blackboard Help

For more information on using Blackboard, have a look at the Blackboard Learning System *Student Manual*, available at <http://www.utdc.vuw.ac.nz/blackboard/students.shtml>

Group Work

There is no group work in MARK 301 (Distance).

Expected Workload

MARK 301 (Distance) is a 15-point course. In keeping with this, the workload expectations for this course amount to approximately 10 hours of study per week, over the trimester. This will be divided up between video lectures, interactivities, assigned reading, discussion board posting and assignment preparation. It is vital that you meet all compulsory assessments according to established dates and times.

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.

You must have the 2nd edition as most of your mandatory Discussion Board cases are taken from this.

Victoria Book Centre has copies of the textbook. For more information, you could contact Vic Books either on (04) 463 5515 or enquiries@vicbooks.co.nz

Materials and Equipment

Please refer to the appendix at the back of this outline for reference to issues related to the use of the DVD and website associated with MARK 301 (Distance).

Assessment Requirements

The final grade will be determined 60% on internal assessment and 40% on the final examination. The four items of assessment are listed below. Each of these elements seeks to test the students' knowledge as well as provide an outlet to practise and display their critical and creative thinking related to the subject.

- **Discussion Board Postings**
This is an essential part of the course. Students must contribute to the weekly Discussion Board within the time frames outlined in the assessment folder in Blackboard. The grade is made up of both punctual submissions (5%) and quality of postings (10%).
(Learning Objectives: 1 – 5) 15%
- **Assignment 1: Essay** (2000 word limit)
Due Thursday 7th April 8pm (NZ time)
(Learning Objectives: 1 – 5) 15%
- **Assignment 2:IMC Project** (3000 word limit)
Assignment Due Thursday 19th May 8pm (NZ time)
(Learning Objectives: 1 – 6) 30%
- **Final examination** TBA Two hours closed book.
(Learning Objectives: 1-5) 40%

The examination period is Friday 10 June – Saturday 2 July 2011 (inclusive).

For further information on the assignments please refer to the Blackboard site.

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

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 Co-ordinator. 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%. Assignments received 7 days after the due date will not be marked. Consequently this may jeopardise your ability to pass the course.

Penalties for exceeding the word limit will be noted in the detailed explanation for each assignment.

There will be penalties associated with late submission of discussion board postings, which are described more in the section below.

Mandatory Course Requirements

The course requirements for MARK 301 (Distance) are that:

You **MUST** contribute to **all** 10 compulsory discussion boards. In addition, much like tutorial attendance on campus, it is a mandatory requirement that you not post late for more than 2 of these discussions.

Students must submit both assignments by the due date and sit the final examination during examination week (and achieve at least 40% in the final examination).

A total of 50% of total course marks overall must be achieved.

Please go to the *Assessment* section in the main menu for more information.

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.

Communication of Additional Information

For any course content related questions or course administration queries or problems, including Blackboard issues, please first go into the appropriate *Discussion* as solutions or hints to these queries are often provided by your classmates and tutors will be overseeing and facilitating these discussions. For unresolved queries relating to the above issues, contact the MARK 301 (Distance) Course Co-ordinator, Jayne Krisjanous, e-mail: jayne.krisjanous@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

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study

Find out about academic progress and restricted enrolment at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the Calendar webpage at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic) at www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx

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/

see over

APPENDIX

Information for Distance Students 2011

These guidelines have been prepared for distance students enrolled in MARK 301 (Distance). **It is important that you read them thoroughly as they contain crucial information.**

Step-by-Step How to Get Started

These guidelines have been prepared for distance students enrolled in MARK 301 (Distance). **It is important that you read them thoroughly as they contain crucial information.**

1. Please put the DVD into your Drive and open up the DVD. *If 'What do you want Windows to do' pops up – just click cancel.*
2. Install Quicktime and revWeb – if you don't already have them - from the folder.

Windows users:

3. Drag both the application **VicDistance.exe** and the Folder **VicDistance Libs** onto the desktop or into your programs folder. Both must be put into the same place.
4. Double click on the VicDistance.exe icon to start it – please be patient.
5. Click on the 'Getting Started' button, which is near the image of the lecturer.
6. Once you have completed the 'Getting Started' section and clicked on the 'Announcements' and 'Key Dates' buttons, begin the course by clicking on the Module 1 button.

Mac users:

3. Double click on VicDistance_ alternative_301_portal_.html to start it – please be patient.
4. Go through the links on the page starting with 'Getting Started/Introduction.'
5. Once you have completed the 'Getting Started' section begin the course by clicking on the Module 1.1 link.

Logging into Blackboard:

Log on using your SCS username and password.

a. SCS username

The username is constructed from the first 6 characters of your last name (less if you have a short surname) and the first 4 characters of your first name (less if you have a short first name). If the username already exists a number is added. eg Darren Hay - haydarr, or haydarr1 etc.

Your username is printed on your confirmation of study form.

b. SCS password

Your initial password is your student ID number. **When you log-on for the first time you must change your password for all the services to work.**

This is necessary for the security of your account. More information on changing your password is available via the password link at the top of any SCS webpage.

Once you have logged into Blackboard, select your course from under *My Courses*.

- c. If you are experiencing problems with logging onto Blackboard, contact SCS (ITS Helpdesk) normally by phone first (as this will tend to be the

quicker option):

via Phone - available 8.00am-5.30pm weekdays (except during a staff meeting 3.00pm-4.00pm on Thursdays).

(04) 463 5050 - off campus

5050 - on campus

You can access all this information online at <http://www.vuw.ac.nz/scs>

via Email- emails will be answered between 10.00am-4.00pm weekdays
scs-help@vuw.ac.nz

Library Services

Look at the library website to see what the library offers for distance students

<http://www.vuw.ac.nz/library/services/distance/>.

There is online instruction available at <http://www.vuw.ac.nz/library/instruction>

Lending Services

- You may borrow books from the VUW Library collection
- You may request photocopies of journal articles and book chapters (charged at 10 cents per page)
- You may request books from other libraries through VUW Library's Interloan service (some charges apply)

To make a request for books or journal articles, complete the electronic form at:

<http://www.vuw.ac.nz/library/services/distance/request.shtml>

or

Contact the Distance Lending Services:

Email: lending-distance@vuw.ac.nz

Telephone: 0800 700002

Fax: (04) 4636663

Post: Lending Services (Distance)
Victoria University of Wellington Library
PO Box 3438
Wellington

Access to Online Databases

You can search for journal articles using the online databases at

<http://distance.scs.vuw.ac.nz/sites/>. Select the database you require and when prompted, enter your SCS username and password (sometimes you may have to enter this more than once).

For help accessing the online databases, contact the Central Library Reference and Research Office between 9am and 5pm, Monday to Friday on +64 4 463 6176, or ask a librarian at

<http://www.vuw.ac.nz/library/services/ask>

Accessing Electronic Journals

1. To access electronic journals which the University subscribes to, follow these steps:
Search for the journal on the Online Library Catalogue
(<http://victoria.conzulsys.ac.nz/>)
2. If the university has an electronic subscription to the journal, the link to the database through which it can be accessed will be displayed under the *electronic access* field. Make a note of the database.
3. Go to the online databases page for off-campus students
(<http://distance.scs.vuw.ac.nz/sites/>) and select the database that you need.
4. You will then be prompted for your SCS username and password. Sometimes you may have to enter these more than once.
5. You should then be logged into the database as a Victoria University user. You may then search for the journal article that you require.