

School of Marketing & International Business

## **MARK 301 MARKETING COMMUNICATIONS**

Trimester One 2011

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Coordinator /Lecturer: LayPeng Tan  
Office: RH 1126, Rutherford House  
Phone: 04-463 5152  
E-mail: laypeng.tan@vuw.ac.nz  
Office Hours: Tuesday 2.40 to 4.40pm, or by appointment

Administrator: Jessie Johnston  
Office: RH 1121, Rutherford House  
Phone: 04-463 5330  
E-mail: jessie.johnston@vuw.ac.nz

#### **Tutor Contact Details**

Contact details for all tutors will be available on Blackboard.

#### **Trimester Dates**

**Teaching Period: Monday 28 February – Friday 3 June**

**Study Period: Monday 6 June – Thursday 9 June**

**Examination Period: Friday 10 June – Saturday 2 July (inclusive)**

#### **Withdrawal from Courses**

1. Your fees will be refunded if you withdraw from this course on or before 11 March 2011.
2. The standard last date for withdrawal from this course is 14 May. 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.

## **Class Times and Room Numbers**

Lectures take place twice a week on **Tuesday and Wednesday 1.40-2.30 pm**. All lectures will take place in RH LT1.

## **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. **S-cubed will open at 9.30am on Wednesday 2 March and close at 9.30am Monday 7 March**. Tutorial times and membership will be confirmed and finalised by week 2. Please contact **Jessie Johnston** for any enquiry related to tutorial registration.

## **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**

MARK 301 examines the range of communications tools and options available for marketers, including the new media and developing an integrated marketing communications perspective. It focuses on planning, integrating and delivering marketing communications that build equity for brands.

This course provides a practical link between marketing communications theory and real life media planning activities. It concentrates on analysing how to design and deliver an effective marketing communications 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 in the following page. 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.

## **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.

Week	Starting	Topic	Tutorial (Key Activities)	Required Reading
1	28-Feb	Course overview IMC and Brand Equity Issuance of Assignment #1 (Individual)	<b>S-cube</b> opens: 9.30am, 2-Mar closes: 9.30am, 7-Mar Tutorial times and membership will be finalised by 11-Mar. See Blackboard.	Ch 1
2	7-Mar	Communication and Persuasion	No Tutorial	Ch 2 & 3
3	14-Mar	Segmentation and Brand Positioning Briefing for Assignment #2 (Group Project)	T1: Project Group Formation Issuance of Project Brief	Ch 4
4	21-Mar	Advertising Management Guest speaker*	T2: Tutorial Activity: Brand Positioning Preparing for "Progress Discussion #1"	Ch 5
5	28-Mar	Advertising Strategy & Implementation	T3: Progress discussion #1: Campaign goals & objectives, target audience	Ch 6
6	4-Apr	Media Strategy	T4: Tutorial activity: Creative Strategy Preparing for "Progress Discussion #2 & #3"  <b>DUE: Assignment #1 (Individual)</b> 2pm, 7-April , Assignment Box, Rutherford House (Mezzanine)	Ch 8-10
7	11-Apr	Media Planning and Analysis	T5: Progress Discussion #2 (Mini Presentation): Creative Strategy	Ch 11
<b>Mid-Trimester Break 18-29 April</b>				
8	2-May	Sales Promotion / Personal Selling	T6: Progress Discussion #3 (Mini Presentation): Media Strategy	Ch 13 & 15
9	9-May	Direct Marketing / Marketing Public Relations and Sponsorships	No Formal Tutorial - Project Consultation	Ch 12 & 14
10	16-May	Campaign Evaluation Guest speaker*	No Tutorial  <b>DUE: Assignment #2 (Group)</b> 2pm, 16-May Assignment Box, Rutherford House (Mezzanine)	Ch 7
11	23-May	Supplementary Topics	No Tutorial	TBA
12	30-May	Final Exam Prep & Project Feedback	No Tutorial	

\* Subject to confirmation and the availability of guest speaker

### Expected Workload

MARK 301 is a 15-point course. In keeping with this, students should plan to allocate roughly **10 hours** of study per week, over the 15-week trimester for MARK 301. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination.

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

The written component of Assignment #2 is group work. 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	2pm, 7 April	20%	2, 5
Assignment #2: IMC Plan			2, 3, 4, 5, 6
- Group Written Plan	2pm, 16 May	15%	
- Presentations (Individual)	Tutorial Wk7 & 8	10%	
Tutorial Participation (Individual)	Tutorials	5%	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 1 lecture. One is to be selected from the choice of topics given. **Word limit: 3,000 words maximum.**

### **Assignment #2: Integrated Marketing Communications Plan (IMC Plan)**

**Group: Written IMC Plan**

**Individual: Presentations (Tutorial Week 7 & 8)**

The assignment has two main components, a written IMC Plan and two powerpoint presentations. The presentations are to be carried out at the registered tutorials, and will be assessed based on individual performance. The written IMC Plan will be assessed as group work. Detailed information about this assignment will be provided in a separate handout (Major Project Brief) in Week 3. **Word limit: 4,000 words maximum.**

Groups of maximum four students are to be formed 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.

*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.

Tutorial marks will only be calculated if you *attend* and *participate* in your tutorial streams. Students will not be allocated marks for attending a different stream, nor will they be allocated marks if they attend only part of the stream. If you are unable to attend your tutorial stream due to exceptional circumstances (e.g. illness with supporting medical documents), you will need to contact Jessie Johnston [jessie.johnston@vuw.ac.nz](mailto:jessie.johnston@vuw.ac.nz) who will discuss your options with you.

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 **Friday 10 June – Saturday 2 July 2011**.

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 11<sup>th</sup> 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 for three months following the end of term, and disposed of after that time.

### **Penalties**

The following penalties apply in MARK 301:

Late assignments: Assignments received after the deadline will have 10% deducted from the available grade, per day. For example, an assignment that is two days late will lose 20% of the available grade (i.e. a 78% becomes a 58%). However, assignments received 7 days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course.

- Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 301 Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged **before** the due date.

Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of 5% for every 10% words over the limit. In other words, if the word limit is set at 3,000 words, a 5% penalty will be applied for every 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. Submit both assignments on time as outlined in the assessment section.
2. Obtain a minimum mark of 40% in the final examination.

### **Class Representative**

A class representative will be elected in the first class, and that person's name and contact details 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**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://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](http://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](http://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](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/)