

Victoria Management School

## **MMBA 555 MARKETING COMMUNICATIONS**

Trimester 3 - 2011

### **COURSE OUTLINE**

---

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

**Dr. Jayne Krisjanous**

Senior Lecturer in Marketing

**Office:** RH1118, Rutherford House

Telephone: 463 6023

Email: [jayne.krisjanous@vuw.ac.nz](mailto:jayne.krisjanous@vuw.ac.nz)

URL: <http://www.vuw.ac.nz/smitb>

#### **Trimester Dates**

Lectures 14 November 2011 – 25 February 2012

#### **Teaching Dates:**

14 November 2011 – 13 February 2012

#### **Mid-Trimester Break**

21 December - 8 January 2012 inclusive

#### **Withdrawal from Course:**

Your fees will be refunded if you withdraw from this course on or before: **25 November 2011.**

The last date for withdrawal from this course is the three-quarter point of the teaching period **28 January 2012.** 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. All classes are in RHG01. Class times are 1740 to 2030.

<b>Week of course</b>	<b>Date</b>	<b>Week of course</b>	<b>Date</b>
1	Monday 14 November	5	Monday 9 January
2	Monday 21 November	6	Monday 16 January
3	Monday 5 December	7	Monday 30 January
4	Monday 12 December	8	Monday 13 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	2
Project	3
Discussion Board	1-2
Total	<hr/> 11-12

### **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)**

<b>Week</b>	<b>Date</b>	<b>Topic</b>	<b>Text reading.</b>
1	14 Nov	Course Introduction Introduction to Marketing Communications Assignment discussion: Seminar and Article review	Chap 1, 2, 3
2	21 Nov	Analysis and Planning for Marketing Communications Assignment discussion; Major Project <i>Selected seminar topic proposal due</i> <i>Article review</i>	Chap.3,4, 5, 6,7
3	6 Dec	Brand equity and Marketing Communications Guest speaker	Chap.8, 9
4	12 Dec	Communications Mix I <i>Article review</i> <i>Seminar paper due</i>	Chap. 10,11,12, 13
5	9 Jan	Communications Mix II <i>Article review</i>	Chap. 14,15
6	16 Jan	Beyond Traditional Marketing & Evaluating Communications <i>Article Review</i> <i>Seminar presentations</i>	Chap. 16, 17
7	30 Jan	Social Marketing and Content Catch Up Guest Speaker <i>Seminar presentations</i> <i>Project due Tuesday 7<sup>th</sup> Feb</i>	
8	13 Feb	Course Summary <i>Seminar presentations</i>	

**Text**

Dahlen, M., Lange, F., & Smith, T. (2011). **Marketing Communications: A Brand Narrative Approach**. United Kingdom, John Wiley & Sons Ltd.

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

Discussion Board		15%
Seminar		
Written paper (Individual)	25%	
Presentation (Individual)	10%	35%
Article presentation (Group)		10%
Project (Individual)		40%
	<b>Total</b>	<b>100%</b>

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.

### Discussion Board

For each lecture (starting Week 2), a topic for discussion will be posted on the Blackboard Discussion Board at least a week prior to the class date. This will involve an issue that is current in the media, a case, or a short article to read and comment on. Students need to post their response at least two days before the lecture and are encouraged to interact and respond to other students' postings in order to help create an environment that offers a vibrant and worthwhile learning experience. The posting topic will also be reviewed briefly at the beginning of the lecture, so students need to be familiar with the overall discussion threads related to the topic for that week. The 15% grade will be awarded based on the individual's quality of contributions, effort and enthusiasm and posting punctuality on the Board and in the follow up class review and discussion of the posting topic.

### Article Presentation

Presentation (group) 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 21 November 2011
	Paper due	Monday 12 December 2011
	Seminar presentation (TBA)	

### **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:	
	Report due
	Tuesday 7 February 2012

### **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/slass/studyhub/reference/APA.pdf](http://www.victoria.ac.nz/st_services/slass/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/avcademic/Publications.aspx](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/](http://www.victoria.ac.nz/st_services/mentoring/)