

School of Marketing & International Business

**MARK 406 MANAGING MARKETING  
COMMUNICATIONS**

Trimester 2 2012

**COURSE OUTLINE**

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**Names and Contact Details**

Lecturer/Course Coordinator: Dr. Micael-Lee Johnstone  
Office: Room 1124 - Level 11 Rutherford House  
Phone: 463 6933  
Email: [micael-lee.johnstone@vuw.ac.nz](mailto:micael-lee.johnstone@vuw.ac.nz)  
Office Hours: Fridays 1.30pm – 3.30pm

**Trimester Dates**

Teaching Period: Monday 16 July – Friday 19 October

Study Period: Monday 22 October – Thursday 25 October (Monday 22 October is a public holiday, Labour Day)

Examination Period: Friday 26 October – Saturday 17 November (inclusive)

**Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 27 July 2012.
2. The standard last date for withdrawal from this course is Friday 28 September. 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**

Wednesdays 1.40pm - 4.30pm RHG02

## Course Content

MARK 406 examines the role of marketing communications within consumer and organisational settings. *This is a tentative schedule, which is subject to change.*

Week	Topic
Week 1 18 Jul	Course introduction IMC readings
Week 2 25 Jul	What do we know and where are we going? Evolution of IMC and practice
Week 3 1 Aug	Brand equity and the communications process
Week 4 8 Aug	Exploring the communications mix: 1. <b>Assign 2: Essay topic handed out in class</b>
Week 5 15 Aug	Exploring the communications mix: 2 <b>Assign 1 due in class</b>
Week 6 22 Aug	Exploring the communications mix: 3
Study break	
Week 7 12 Sept	Communications practice settings
Week 8 19 Sept	Measuring the success of communications
Week 9 26 Sept	Consumer diversity and marketing communications Seminar presentations
Week 10 3 Oct	Seminar presentations <b>Assign 2 due in class</b>
Week 11 10 Oct	Seminar presentations
Week 12 17 Oct	Test

## **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, and class discussion.

## **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**

The MARK 406 Team Leadership session is undertaken through group work. You are expected to attend all group meetings arranged by the group and meet group and individual obligations in a timely manner in order that the group meets the session's criteria and requirements. Thus it is important that you establish ways of working with and contacting each other as quickly as possible.

## **Materials and Equipment**

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations and seminar preparation.

## Assessment Requirements

Assessment		Learning objective
Class Participation (ongoing)	10%	1 – 5
Assignment 2: Seminar	30%	1 – 5
Research paper (20%) - 2,500 words due in class 15 August		
Presentation (10%) – will take place in weeks 10 and 11		
Team Leadership Session – will take place in weeks 3-6, 8 tba	10%	1 – 5
Assignment 2: Essay – 2,500 words – due in class 3 October	20%	1 – 5
Final Test (17 October in class)	30%	1 – 4
<b>Total</b>	<b>100%</b>	

Apart from formal assessment, it must be remembered that classes of honours are awarded on the basis of an overall ‘quality of mind’ judgement by the examiners. In this respect, therefore, the adequacy of preparation for and quality of participation in class discussions will form part of the overall judgements by course lecturers. Course learning objectives that pertain to each piece of assessment are in brackets (refer to page 3 for further details).

### Quality Assurance 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.

### **Examination**

There is no final examination.

### **Penalties**

In fairness to other students, late submissions of assignments will lose 10% of the initial grade per day late. If there are any mitigating circumstances (e.g. illness, bereavement) that may be grounds for waiver of the penalty, please contact the Course Coordinator.

### **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.

The outcome for the course will be a standard grade (A+ to E).

### **Class Representative**

A class representative was elected in MARK 401 in trimester one for the Marketing Honours programme.

### **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>

### **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 Office**

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

#### **Te Putahi Atawhai**

#### **Maori and Pacific Mentoring Programme**

<http://www.victoria.ac.nz/tpa/>