

School of Management

MMBA 555 MARKETING COMMUNICATIONS

Trimester 3 - 2013

COURSE OUTLINE

Names and Contact Details

LECTURER AND COURSE CO-ORDINATOR

Dr. Jayne Krisjanous, Senior Lecturer in Marketing

Office: Rutherford House 1118

Email: jayne.krisjanous@vuw.ac.nz

Telephone: (04) 463 6023

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

COURSE ADMINISTRATOR

Amanda Cunningham

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Email: amanda.cunningham@vuw.ac.nz

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Trimester Dates

Teaching Period: Lectures Monday 18 November 2013 – 10 February 2014

Mid-Trimester Break: Saturday 21 December 2013 to Sunday 5 January 2014

Examination Period: Monday 17 February to Saturday 22 February 2014 (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before **29 November 2013**.
2. The standard last date for withdrawal from this course is **28 January 2014**.

After the last date stated in #2, 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

Classes will be held on the following Mondays. All classes are in GBG07. Class times are 1740 to 2030.

| Week of course | Date | Week of course | Date |
|-----------------------|--------------------|-----------------------|--------------------|
| 1 | Monday 18 November | 5 | Monday 13 January |
| 2 | Monday 25 November | 6 | Monday 27 January |
| 3 | Monday 9 December | 7 | Monday 3 February |
| 4 | Monday 16 December | 8 | Monday 10 February |

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.

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.

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 |

Prescription

The principles of advertising and communications including mass media advertising, sales promotion, direct marketing, and dealing with an advertising agency. This course examines how marketing communications are formulated within a buyer context, and how media elements

including direct marketing techniques support the positioning strategy and integrate with the marketing mix.

Course Learning Objectives

To give participants an insight into 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 Content

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

| | | | | |
|---|--------|--|------------------|--|
| 1 | 18 Nov | Course introduction. Introduction to Marketing Communications and Brand Equity. Assignment Discussion: Seminar and Article Review. | Chap 1 | By 8pm Saturday 23 Nov 'Social' Post. |
| 2 | 25 Nov | Process and Persuasion/Planning for Marketing Communications. Assignment discussion: Major Project. | Chap.2,3,4, | Selected seminar topic due. |
| 3 | 9 Dec | Communication Tools Part 1. Guest speaker (TBA). | Chap. 5,6,7,8 | By 8pm Saturday 7 Dec Discussion Board Post: 1 <i>Article review Group 1.*</i> |
| 4 | 16 Dec | Communication Tools Part 2. Guest Speaker (Hilary Souter - ASA). | Chap, 10, 12 | Seminar paper due <i>Article review Group 2.</i> |
| 5 | 13 Jan | Communication Tools Part 3. | Chap. 11, 13, 14 | By 8pm Sat 11 Jan Discussion Board Post:2 <i>Article review Group 3.</i> |
| 6 | 27 Jan | Communication Tools Part 4: Digital and Social Media Guest speaker TBA | Chap. 9 | By 8pm Sat 25 Jan Discussion Board Post: 3 <i>Seminar presentations.</i> |
| 7 | 3 Feb | Social Marketing and Content Catch up. Guest speaker (TBA). | | By 8pm Sat 1 Feb Discussion Board Post: 4 Major Project due Tuesday 5th Feb. <i>Seminar presentations.</i> |
| 8 | 10 Feb | Course summary. | | <i>Seminar presentations.</i> |

*Assessments in italics will only be relevant for those with this date allocated to an article review or seminar presentation

Readings

The text is Chitty, W., Barker, N. and Shimp, T. (2012). **Integrated Marketing Communications** (3rd Edition), Victoria, Australia: Cengage Learning Australia Pty Ltd.

Some weeks have several chapter readings from the text. Complete pre-reading of the set text prior to the accompanying lecture may not be possible all of the time for some students. It is recommended however, that the accompanying reading be undertaken as close as possible prior to or after the lecture, so that maximum benefit is gained.

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

| | | | |
|--|-----------------|-----|-------------|
| Discussion Board | | | 10% |
| Seminar | | | |
| Written paper (Individual), Word count 2,500 | 30% | | |
| Presentation (Individual) | 10% | 40% | |
| Article presentation (Group) | | | 10% |
| Project (Individual), | Word count 4000 | | 40% |
| | Total | | 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.

Discussion Board

Week 1 consists of a social post. For the weeks of 3, 5, 6 and 7 (starting Week 3), 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 10% 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. The average of the best of 3 posts (excluding the Week 1 social post) will make up the final 10% grade.

Article Presentation

Review and 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 and likely future trends and directions.
- Outline the implications of their findings for managers involved in developing marketing communications plans.

Your topic selection/definition may be emailed to me or communicated to me in class.

| | | |
|-------------|----------------------------|-------------------------|
| Time frame: | Topic selection/definition | Monday 25 November 2013 |
| | Paper due | Monday 16 December 2013 |
| | 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 | Monday 3 February 2014 |
|------------|------------------------|

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)

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

In addition to obtaining an overall course mark of 50 or better, students must submit all of the assigned work.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Victoria MBA Grading Standards are as follows:

Excellent Category

A- (75 – 79%) to A (80 – 85%) to A+ (85% and above): The learning is demonstrated to a very high level of proficiency, i.e. it is at a standard that makes it exceptional at Master's level.

Very Good Category

B+ (70 – 74%): The learning is demonstrated at a high standard. Students have reached a level that clearly exceeds “competency”.

Good Category

B (65 – 69%): The learning is clearly demonstrated without being exceptional in any way. Students can be thought of as fully competent.

Satisfactory Category

B- (60 – 64%): The learning is demonstrated without being exceptional in any way. Students can be thought of as competent.

Marginal Category

C (50 – 54%) to C+ (55 – 59%): The learning is demonstrated to a minimally acceptable level. There may be flaws but these are not serious enough to “fail” the student.

Unsatisfactory / Failure Category

E (0 – 39%) to D (40 – 49%): The learning is absent or performed to a very low level, or the performance is seriously flawed.

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

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**.

Student feedback

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

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 academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
