

School of Marketing and International Business

MARK301 MARKETING COMMUNICATIONS

Trimester 1, 2014

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Michelle Renton
Office: RH 1109
Phone: 04 463 9992
E-mail: michelle.renton@vuw.ac.nz
Office hours: Tuesday 9:00am – 10:00 am (or by appointment)

Course Administrator: Helen Hynes
Office: RH1130
E-mail: helen.hynes@vuw.ac.nz
Contact Helen for questions regarding assignment submission and presentations, plus any course administration inquiries.

Senior Tutor: Hayley Smith
Office: RH1114
E-mail: hayley.smith@vuw.ac.nz
Contact Hayley for questions related to tutorials, tutorial signups, and tutorial programme content.

All extension requests should be made via the course lecturer.

Tutor Contact Details: Contact details for all tutors will be available on Blackboard.

Trimester Dates

Teaching Period: Monday 3rd March – Friday 6th June
Study Period: Monday 9th June – Thursday 12th June
Examination Period: Friday 13th June – Wednesday 2nd July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 14th March 2014.
2. The standard last date for withdrawal from this course is Friday 16th 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 once a week on **Monday 8:30am – 10:20am**. All lectures will take place in **RH LT1**.

Tutorial Registration

Tutorials begin in Week 3, commencing Monday 17th March. Sign-up will be through the S-cubed tutorial registration system available through Blackboard.

S-cubed will open at 12:30pm, Monday 3rd March and close at 9.30am, Friday 7th March 2014.

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.

Prescription

This course 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.

Course Learning Objectives

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

1	Explain the role of organisational Integrated Marketing Communications;
2	Explain how effective marketing communications contributes to business value;
3	Describe and explain, the communication process, the communications mix, and the objectives that marketing communication efforts attempt to accomplish;
4	Explain the social, ethical and economic aspects of marketing communications, including the role of regulation governing communications practice;
5	Design and execute an Integrated Marketing Communications plan.

Readings

The prescribed text for the course is:

Chitty, W., Barker, N. & Shimp, T. (2012). *Integrated Marketing Communications: 3rd 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.



Course Schedule				
Week	Starting	Lecture topic	Readings	Tutorial (Key Activity)
1	3 Mar	<ul style="list-style-type: none"> Course Overview, IMC / Brand Equity 	1	No tutorial
2	10Mar	<ul style="list-style-type: none"> Communications Persuasion 	2 3	No tutorial
3	17 Mar	<ul style="list-style-type: none"> Segmentation, Targeting 	4	Tut One: IMC – Introduction to the project and report writing
4	24 Mar	<ul style="list-style-type: none"> Brand Positioning Advertising Management 	5	Tut Two: IMC – Background and critiquing implementation (pt 1)
5	31 Mar	<ul style="list-style-type: none"> Advertising Strategy Guest Lecturer; Brendan McElroy, Clemenger BBDO.* 	6	Tut Three: IMC- Critiquing implementation (pt 2), Evaluation
6	7 Apr	<ul style="list-style-type: none"> Broadcast Media Strategy Print and Support Media Strategy 	7 8	Tut Four: IMC – Recommendations
7	14 Apr	<ul style="list-style-type: none"> Digital Media Guest Lecturer; Tim Pointer, Uprise Digital Marketing* 	9	Tut Five: Drop-in tutorial Monday 14 April (Times TBA). <i>Assignment #1 Brand Communications Analysis and Reflection DUE: 2pm, Wednesday 16 April, 2014, Assignment Box, Rutherford House (Mezzanine Floor)</i>
Mid Trimester Break 18 th April – 4 th May.				
8	5 May	<ul style="list-style-type: none"> Media Planning Guest Lecturer; Grant Maxwell, Y&R Media* 	10	Tut Six: Student Presentations
9	12 May	<ul style="list-style-type: none"> Campaign Evaluation Small Business Communications** 	15	Tut Seven: Student Presentations:
10	19 May	<ul style="list-style-type: none"> Direct Marketing Sales Promotion 	11 12	No tutorial <i>Assignment # 2 Integrated Marketing Communications plan. DUE: 2pm, Tuesday 20 May 2014, Assignment Box, Rutherford House (Mezzanine Floor)</i>
11	26 May	<ul style="list-style-type: none"> Marketing PR /Sponsorship Course wrap up and Exam prep. 	13	No tutorial
13	2 June	<ul style="list-style-type: none"> No Lecture Mon 2 June (Queens Birthday) 		No tutorial

We reserve the right to adjust the course schedule.

*The course schedule is subject to change*Subject to confirmation and availability of guest lecturer.

** Additional readings to be advised.

Assessment

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

MARK 301 is assessed by an external examination (40%) and internal work (60%). Completion and submission of all parts of assignments one and two, plus the examination are mandatory to passing this course.

The assessment is structured as follows:

	Due Date	Value	Objectives Assessed
Assignment #1: Brand Communications Analysis and Reflection.	Written Analysis and Reflection (2000 words) DUE: 2pm, Wed 16 April	15%	2, 3,4 ,5
	Presentations: Tutorial Weeks 8 & 9. Students must hand in their presentation slides at (or before) the conclusion of their presentation.	15%	
Assignment #2: IMC Plan	Due: 2pm, Tues 20 May,	20%	1,2, 4, 5, 6
Final Examination	Exam Period	50%	1, 2,3,4, 5, 6

Assignment #1: Brand Communications Analysis and Reflection

Specific information for this assignment is available on Blackboard, under the assignment tab on the course site. Students are asked to analyse and reflect on a piece of advertising communications for a brand of their choice. The assignment includes

- A written analysis and reflection (word limit 2000 words maximum). **Due 2pm, Wednesday 16th April.**
- A ten minute individual presentation during tutorials in weeks 8 & 9 (weeks commencing 5th and 12th May) plus hand in presentation slides to their tutor. **Individual presentation times will be confirmed by week 7.**

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

The mandatory assignment is a written IMC Plan and will be completed as an individual piece of work. The word count is 3000 words maximum. The assignment task is available on Blackboard. **Due 2pm, Tuesday 20th May.**

Handing in and return of assignments

Assignments #1 and #2 are to be submitted into the MARK 301 Assignment Box No. 1, Mezzanine Floor, Rutherford House by the due date. Assignments handed in late must be date stamped and signed in by the 11th 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.

You are also required to submit an electronic copy of your assignment via Turnitin on blackboard before the submission deadline (specific instructions will be given in class).

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 2,500 words, a 5% penalty will be applied for every 250 words over the limit.

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 submitted to Turnitin. A copy of submitted materials will be retained 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.

Examinations

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 following period:

Friday 13th June – Wednesday 2nd July (inclusive)

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must:

1. Submit all parts of both assignments as outlined in the assessment section.
2. Obtain a minimum mark of 40% in the final examination.

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

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

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.

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.
