

School of Marketing & International Business

MARK 406 MANAGING MARKETING COMMUNICATIONS

Trimester 2, 2014

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator: Dr. Jayne Krisjanous
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Office hours: (or by appointment) Tuesdays 10.30 am – 11.20 am.

Course Administrator: Jessie Johnston
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Office Hours: Monday to Friday 9.00am – 4.00pm

Trimester Dates

Monday 14th July – Friday 17th October

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 25th July 2014.
2. The standard last date for withdrawal from this course is Friday 26th 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

Tuesdays 9.30 am - 12.20 pm RWW125

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.

Group Work

The MARK 406 Group 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. It is important that you establish ways of working with and contacting each other as quickly as possible.

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, preparing any set exercises pertaining to the readings and organising your thoughts, ready for discussion. This is vital to maximise your own learning outcomes and the group as a whole.

Prescription

An examination of the role of Marketing Communications within organisations

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 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 14 Jul	Course introduction <i>Seminar paper (Assignment 1) discussed</i>
Week 2 21 Jul	What do we know and where are we going? Evolution and history of marketing communications
Week 3 28 Jul	IMC, brand equity and the communications process
Week 4 4 Aug	Exploring the communications mix: 1
Week 5 11 Aug	Exploring the communications mix: 2 <i>Seminar paper (Assignment 1) due in class 12 August 2014</i>
Week 6 18 Aug	Exploring the communications mix: 3 <i>Essay topic handed out in class</i>
Study break- 25 August to 7 September 2014	
Week 7 8 Sept	Communications practice settings
Week 8 15 Sept	Consumer diversity and marketing communications
Week 9 22 Sept	The future of marketing communications
Week 10 29 Sept	Seminar presentations <i>Essay (Assignment2) due in class</i>
Week 11 6 Oct	Seminar presentations
Week 12 13 Oct	Test

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.

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

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-.

Assessment	Course % Value	Learning Objectives
Class participation	10%	1-5
Assignment 1 Seminar Research paper (20%) - 2,500 words due in class 12 August Presentation (10%) – will take place in weeks 10 and 11	30%	1-5
Team Leadership Session – will take place in weeks 3-6, tba	10%	1-5
Assignment 2: Essay – 2,500 words – due in class 30 September	20%	1-5
Final Test (14 October in class)	30%	1-4
	100%	

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.

Class participation

MARK 406 participation will be evaluated on the following criteria:

- Session attendance
- Ability to listen well
- Enthusiasm and contribution to class discussion and activities
- Demonstrated ability to analyse and integrate concepts in readings
- Relevance of points made to discussion
- Ability to link discussion comments with those of other class members in order to progress discussion
- Willingness to test ‘new ideas’
- Evidence of pre-session preparation and wider reading around the weekly topic
- Contribution to and engagement with the MARK 406 blog (at least two blog entries by each class member are expected over the course)

Assignment 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
- Outline the implications of their findings for managers involved in developing marketing communications plans

Team Leadership session

During Weeks 3-6 a student team will be assigned to take part in the leadership of the class session, under the guidance of the Course Coordinator. Students will be assigned to a group and their topic week of presentation in Week 2. It is expected that the team's activities will include a choice of one of the week's readings, presenting the weeks readings, engaging the class in a learning activity related to the readings and stimulating class discussion on the readings and general topic area. A written summary of the readings needs to be made available to the class within two weeks following the presentation week. Whilst the readings write-up per se is not given a mark, it forms part of the overall assessment of the presentation's quality and delivery.

Penalties

In fairness to other students, assignments received after the deadline (including electronic submissions) will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties. If there are any mitigating circumstances (e.g., illness, bereavement) that may be grounds for waiver of the penalty, please contact the Course Coordinator.

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.

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.

If you cannot complete an assignment or sit a test, refer to www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

Class Representative

A class representative for 2014 Marketing Honours programme has already been elected in 1st Trimester. Name and details of this person was made available to VUWSA, the Course Coordinators and the students. They will be responsible for providing a communication channel to liaise with the Course Coordinator on behalf of the students.

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>

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.
