

School of Marketing and International Business

## **MARK301 INTEGRATED MARKETING COMMUNICATIONS**

Trimester 1, 2015

### **COURSE OUTLINE**

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

Course Coordinator/Lecturer: Dr Michelle Renton  
Office: RH 1131  
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**Office hours: Friday: 11.30-12.30, or By appointment.**

Course Administrator: Caleb Aveling  
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Contact Caleb for questions regarding tutorial sign up, assignment submission and presentations times, plus any course administration inquiries.

#### **Trimester Dates**

Teaching Period: Monday 2nd March – Friday 5<sup>th</sup> June

Study Period: Monday 8<sup>th</sup> June – Thursday 11<sup>th</sup> June

Examination Period: Friday 12<sup>th</sup> June – Wednesday 1st July (inclusive)

#### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 13<sup>th</sup> March 2015.
2. The standard last date for withdrawal from this course is Friday 15<sup>th</sup> 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 or [online](#).

#### **Class Times and Room Numbers**

Lectures take place once a week on **Friday 9:30am – 11:20am**. All lectures will take place in **RH LT1**.

#### **Tutorial Registration**

Tutorials begin in Week 3, commencing Monday 17<sup>th</sup> March. Sign-up will be through the S-cubed tutorial registration system available through Blackboard. S-cubed will open at 12:30pm, Monday 2<sup>nd</sup> March and close at 9.30am, Sunday 8<sup>h</sup> March 2015

### **Group Work**

The written component of Assignment #2 is paired (groups of 2) work. For more details please see the assessment section of this outline.

### **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.

### **Course Content**

See the next page for the Course schedule.

Course Schedule				
Week	Starting	Lecture topic	Readings	Tutorial (Key Activity)
1	2 Mar	<ul style="list-style-type: none"> <li>Course Overview,</li> <li>IMC / Brand Equity</li> </ul>	1	No tutorial
2	9 Mar	<ul style="list-style-type: none"> <li>Communications</li> <li>Persuasion</li> </ul>	2 3	No tutorial
3	16 Mar	<ul style="list-style-type: none"> <li>Segmentation, Targeting</li> </ul>	4	<b>Tut One</b> <b>Assignment one: Form pairs for Assignment two</b> <i>Exercise on subcultures, advertising and markers.</i>
4	23 Mar	<ul style="list-style-type: none"> <li>Brand Positioning</li> <li>Advertising Management</li> </ul>	4 5	<b>Tut Two</b> <b>Assignment one: meanings associations and media strategy</b> <i>Read: Wicked, the Musical: Australia, on .bbd.</i>
5	30 Mar	<i>No Lecture (Good Friday – 3 April)</i>		No tutorial <b>Due: Assignment One, Wednesday 1 April, 2pm.</b>
<i>Mid Trimester Break 3-19<sup>th</sup> April</i>				
6	20 Apr	<ul style="list-style-type: none"> <li>Advertising Planning and Implementation</li> <li><b>Guest Lecturer; to be confirmed.</b></li> </ul>	6	<b>Tut Three</b> <b>Assignment two: IMC – Project discussion: Background.</b> <i>Read Frucor vs. Goliath, Asia Pacific case study, on .bbd</i>
7	27 Apr	<ul style="list-style-type: none"> <li>Broadcast Media Strategy</li> <li>Print and Support Media Strategy</li> </ul>	7 8	No tutorial
8	4 May	<ul style="list-style-type: none"> <li>Digital Media</li> <li><b>Guest Lecturer; Tim Pointer, Uprise Digital Marketing†</b></li> </ul>	11	<b>Tut Four</b> <b>Assignment Two, IMC- Project discussion: implementation and evaluation</b> <i>Read: V makes the everyday awesome: Rent a Monkey Butler p. 187 textbook</i>
9	11 May	<ul style="list-style-type: none"> <li>Media Planning</li> <li><b>Guest Lecturer; Grant Maxwell, Y&amp;R Media†</b></li> </ul>	9	<b>Tut Five:</b> <b>Student Presentations</b>
10	18 May	<ul style="list-style-type: none"> <li>Campaign Evaluation</li> <li>Personal Selling</li> </ul>	14 12	<b>Tut Six:</b> <b>Student presentations</b>
11	25 May	<ul style="list-style-type: none"> <li>Direct Marketing</li> <li>Sales Promotion</li> </ul>	10	No tutorial <b>Due: Assignment Two, IMC Plan due Monday 25 May, 2 pm.</b>
12	1 June	<ul style="list-style-type: none"> <li>Marketing PR /Sponsorship</li> <li>Course wrap up and Exam prep.</li> </ul>	13	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.

## **Readings**

The prescribed text for the course is:

Chitty, W., Barker, N. & Shimp, T. (2015). *Integrated Marketing Communications: 4th 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.

## **Assessment**

The Assessment Handbook will apply to all VUW courses: see

<http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

MARK 301 is assessed by an external examination (50%) and internal work (50%). 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:

	<b>Due Date</b>	<b>Value</b>	<b>Objectives Assessed</b>
Assignment #1: Essay Brand Communications Analysis and Reflection. (3,000 words)	Written Analysis and Reflection Due: 2pm, Wed 1 April	20%	2, 3,4
Assignment #2: Group (work in pairs) IMC Plan (3000 words)	Written IMC plan Due: 2pm, Mon 25 May.  Presentations: Week 9 and 10	Written plan - 15% (group mark)  Presentation - 15% (individual mark)	1,2, 3,4, 5,
Final Examination	Exam Period	50%	1, 2,3,4, 5

### **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 3000 words maximum).
- **Due 2pm, Wednesday 1 April.**

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

The assignment has two main components, an IMC Plan, completed in pairs, and a 10 minute presentation.

The presentations will be ten minutes in length during tutorials in weeks 9 &10 (weeks commencing 11<sup>th</sup> and 18<sup>th</sup> May) plus hand in presentation slides to your tutor. **Presentation times will be confirmed by week 9. You will present together with your group partner (5 minutes each), but will be assessed individually.**

Each partner in the group member is expected to contribute equally to the project.

The presentations are mandatory, every student enrolled in Mark 301 is expected to present in their registered tutorial in either week 9 or week 10. Presentations will be assessed based on individual performance.

The written IMC Plan will be assessed as group (paired) work. Detailed information about this assignment is available on blackboard, look under the assignment tab.

**Word limit: 3,000 words due 2pm, Monday 25 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 11<sup>th</sup> 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 3,000 words, a 5% penalty will be applied for every 300 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 12<sup>th</sup> June – Wednesday 1st 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 written assignments as outlined in the assessment section.
2. Take part in the presentations for Assignment two as outlined in the assessment section
3. 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](http://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](http://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.

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