

School of Marketing and International Business

MARK 301 MARKETING COMMUNICATIONS

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Course Coordinator: Dr Yuri Seo
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Course Administrator: Katrina Walsh
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Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October
Study Period: Monday 19th October – Thursday 22nd October
Examination Period: Friday 23rd October – Saturday 14th November (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 24th July 2015.
2. The standard last date for withdrawal from this course is Friday 25th 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*' form 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

Tuesdays 3:40pm – 5:30pm Government Buildings GBLT1

Tutorial Registration

Tutorials begin in Week 2, commencing 20th of July, 2015. Sign-up will be through My Allocator: <https://student-sa.victoria.ac.nz/>. MARK 301 will be available in My Allocator until 16 July.

Group Work

The marketing communications project is a group assessment. 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

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

Course Schedule				
Week	Starting	Lecture topic	Required readings: chapter	Tutorial (Key Activity) / Assessment
1	13 July	- Course Overview - Client Brief	1	
2	20 July	IMC and brand equity enhancement	1	Tutorial one: Form groups for assignment Project discussion: structure of the project
3	27 July	Market segmentation and brand positioning	4	
4	3 Aug	Advertising Management	5	Tutorial two: Project discussion: creative concepts
5	10 Aug	Advertising strategy and implementation	6	Tutorial three: RRRS Exercise
6	17 Aug	- Broadcast Media - Digital Marketing - Guest Speaker: <i>Andrew Hawley</i> , Managing Director of Touchcast New Zealand.	7 11	<u>RRRS Test 25%, Tuesday 18 August 6.30pm – 10.00pm</u>
<i>Mid Trimester Break, 24 August – 6 September</i>				
7	7 Sep	- Media planning and analysis - Guest Speaker: <i>Alistair Jamison</i> , CEO of Starcom New Zealand, Publicis Groupe.	9	Tutorial four: Project discussion: media strategy and implementation
8	14 Sep	- Personal selling - PR and sponsorship	12 14	
9	21 Sep	- Direct marketing - Sales promotions	10	Tutorial five: Marketing communications presentations
10	28 Sep	Measuring communication's effectiveness	13	<u>Marketing communications assignment due Thursday 1 October, 12pm</u>
11	5 Oct	Presentations to the client		
12	12 Oct	Examination preparation		

We reserve the right to adjust the course schedule.

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:

Assessment	Due date	Value	Objectives assessed
Realistic Rapid Response Scenario (RRRS)	Due: Week 6, Tues 18 August Time: 6.30 pm -10.00 pm Word limit: 1500 words	25%	1, 2, 3
Group Marketing Communications Project	<u>Written Report</u> Due: 12pm Thursday 1 October Word limit: 2,000	Written report 10% (group mark)	1, 2, 3, 4, 5
	<u>Presentation</u> Due: Week 9, exact times TBC.	Presentation 5% (group mark)	
	<u>Individual Contribution Forms (ICF)</u> Due: week 10 with the reports, <u>OR</u> emailed to your tutors before <i>Week 11, Monday, 5 October, 12pm.</i>	Individual contribution 10%	
Final Examination	Examination Period	50%	1, 2, 3, 4, 5

Realistic Rapid Response Scenario: 25%

Due: 18 August, 6.30pm– 10.00pm

Word limit: 1500

The RRRS is a take home test, based on real world scenarios in which consultants/graduates must utilize all available resources in their work environment (text books, internet, existing networks and relationships) to respond individually to potential clients in a professional, effective, and informed manner. The RRRS takes place in an electronically mediated and free flowing environment just like the world in which students will be employed. The RRRS focuses less on an individual's ability to rote learn and regurgitate information in an isolated and secure setting (such as an exam), and instead emphasises the ability to gather, synthesise and communicate in a fashion that is relevant to solving a client's problem. Further information on the RRRS will be provided in lectures and tutorials.

Marketing Communications Project: 25%

Report 10%, Presentation 5%, Individual Contribution 10%

The project assignment will involve forming teams, taking on particular roles within the teams, and preparing a marketing communications plan for a real world client. The project (Report + Presentation) is worth 15% of your final grade and an individual contribution mark is worth a further 10% your final grade. Your individual grade will be computed based on the following: the overall project grade, peer evaluation of your contribution, and your tutor's evaluation of your contribution. If you disagree with your individual grade, you may complete an individual debrief to challenge your grade. Further details of this project assignment are below.

In groups of 5-6, your task is to solve a business challenge for a client company. The project must be integrated and have maximum impact on the target consumer, a full brief will be provided on Blackboard to give you better detail of the guidelines and objectives. Please read it thoroughly and constantly refer to it throughout your concept creation phase to ensure you are keeping within the parameters of this brief.

A presentation during the first lecture will explain who the client is, and what the client requires. Tutorials will provide information and assistance regarding the project tasks, and will allow members of agencies to meet. However, students should recognise that additional meetings outside of class hours will be necessary. The elements of this assignment are as follows:

Group Report (limit: 2000 words)

Each team must submit **one report** outlining the creative concept and the marketing objectives, gap in market, theory used to support your creative concept and communications strategy, and budget allocation for your promotional strategy. The report should explain why your brand, communications strategy, and creative idea would work well to achieve the client's goals. All reports should begin with a one page executive summary that will not be included in the word count. Feel free to include: additional graphs and references, initial graphic ad/creative concept attempts, etc. in the appendices, although these will not be marked. You are also expected to supply a media schedule breaking down all media activity including the proposed spend on each activity. Further information will be available on Blackboard.

Presentation

During tutorials in week 9, each team will present their project to the lecturer, the tutors, and external representative (subject to availability) summarising the concepts covered in their report and explaining how the project was developed. The best presentations/projects will be selected, and will be presented to the entire class, a panel of judges, and the client in week 11. Presentations should take about **15 minutes**, with an additional 5 minutes for questions. Further information will be available on Blackboard.

Individual Contribution

Each group member will be given an individual mark based on their overall contribution to the presentation and assignment. This individual mark is a calculated mark based on:

1. Peer assessment of individual contribution within each team. An ICF form is provided on Blackboard for details on how your peers will be assessing your performance.
2. Overall group assignment score.
3. Tutor evaluation.

Individual Debrief (limit: 1000 words)

If you are not satisfied with the individual mark you received, you may submit an individual debrief report. These are due by noon on the last Monday of semester and should be turned in to the tutor. Please email the tutor prior to this date, if you are intending to hand in a report. The individual debrief report should include a section on:

Who did what and when:

- What did YOU do? What did others in your team do?

Your interpretation of why/what happened/occurred:

- What was good- why did it happen? What was not so good and why did it happen?

What those actions affected:

- e.g. because X did not attend two meetings due to illness, the rest of the team was unable to complete...which resulted in...

Your own assessment of what you learned from the assignment. This could be about advertising, about agencies, about team work, about yourself... (This is the most important part of the debrief!)

Debriefs that get high marks are likely to be **THOUGHTFUL** and **ORGANISED** rather than a random jotting down of ideas. You have to organise and structure your thoughts. Not everything is equally important. Some details should be given a lot of attention, some a little attention, and some left out altogether.

This is your chance to figure out what you learnt ---- for instance if you performed a task poorly, what did you learn from your mistakes? How would you go about this in the future? If you are really stuck, imagine you are telling a friend about this assignment. He or she is going to take the same position as you did. What did you learn that you could pass on to your friend?

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 online 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 23rd October – Saturday 14th November (inclusive)

Mandatory Course Requirements

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

1. Take part in the group assignment as outlined in the assessment section
2. Obtain a minimum mark of 40% in the final examination.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs because of exceptional personal circumstances, should contact the course coordinator as soon as possible.

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.
