

School of Marketing and International Business

MARK 406 MANAGING MARKETING COMMUNICATIONS

Trimester 2, 2015

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator: Dr. Jayne Krisjanous
Office: RH 1118, Rutherford House
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Office Hours: Fridays 11.00am- 12.00pm or by appointment.

Course Administrator: Mary Alexander
Office: RH 1121, Rutherford House
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Office Hours: Monday to Friday 9.00am – 4.00pm

Trimester Dates

Teaching Period: Monday 13th July – Friday 16th October

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 2015. 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

Thursday 9.30am - 12.20pm Rutherford House RH 1113

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 to ensure 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 organisational (and consumer) settings. This is a tentative schedule, which is subject to change.

MARK 407 COURSE OUTLINE (subject to minor changes)	
Week (starting)	Topic
Week 1 13 Jul	Course introduction <i>Seminar paper (Assignment 1) discussed</i>
Week 2 20 Jul	What do we know and where are we going? Evolution and history of marketing communications
Week 3 27 Jul	IMC, brand building and the communications process
Week 4 3 Aug	Exploring the communications mix: 1
Week 5 10 Aug	Exploring the communications mix: 2 <i>Seminar paper (Assignment 1) due in class, 13 Aug</i>
Week 6 17 Aug	Exploring the communications mix: 3 <i>Essay topic handed out in class</i>
Study break 24 August to 6 September 2015	
Week 7 7 Sept	Communications practice settings
Week 8 14 Sept	Consumer diversity and marketing communications/Social business
Week 9 21 Sept	Seminar presentations
Week 10 28 Sept	Seminar presentations <i>Essay (Assignment 2) due in class, 1 October</i>
Week 11 5 Oct	Seminar presentations Review
Week 12 12 Oct	Test 15 October in class

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

The Assessment Handbook will apply to all VUW courses:

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

Assessment	Course % Value	Learning Objectives
Class participation	10%	1-5
Assignment 1 Seminar Research paper (20%) - 2,500 words due in class 13 August Presentation (10%) – will take place in weeks 9, 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 1 October	20%	1-5
Final Test (15 October in class)	30%	1-4
Total	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 given their topic and 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 week's 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%), two 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.

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, 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

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.
