

School of Marketing and International Business

MARK 301 INTEGRATED MARKETING COMMUNICATIONS

Trimester 1, 2016

COURSE OUTLINE

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.

Trimester Dates

Teaching Period: Monday 29th February – Friday 3rd June

Study Period: Monday 6th June – Thursday 9th June

Examination Period: Friday 10th June – Wednesday 29th June (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 11th March 2016.
2. The standard last date for withdrawal from this course is Friday 13th May 2016. 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](#).

Names and Contact Details

Course Coordinator/Lecturer: Dr Michelle Renton
Office: RH 1131
Phone: 04 463 9992
E-mail: michelle.renton@vuw.ac.nz
Office hours: Friday: 11.30-12.30, or by appointment.

Course Administrator: Helen Hynes
Office: RH1130
Phone: 04 463 5529
E-mail: helen.hynes@vuw.ac.nz

Contact Helen for questions regarding tutorial sign up, assignment submission and presentations times, plus any course administration inquiries.

Class Times and Room Numbers

Friday: 09:30 - 11:20 - Rutherford House RHLT1

Course Delivery

Tutorials: will commence **Week 3** of the course. Tutorial times to be confirmed and finalised during the first week of class. Sign-up will be through My Allocator:
<https://student-sa.victoria.ac.nz/>.

Course Schedule				
Week	Starting	Lecture topic	Required readings Text/Chapter	Tutorial (Key Activity)
1	29 Feb	<ul style="list-style-type: none">Course Overview,IMC / Brand Equity	Ch 1	<i>No tutorial</i>
2	7 Mar	<ul style="list-style-type: none">CommunicationsPersuasion	Ch 2 Ch 3	<i>No tutorial</i>
3	14 Mar	<ul style="list-style-type: none">Segmentation, Targeting	Ch 4	Tut One: Form groups for Assignment two. <i>Exercise on subcultures, advertising and markers.</i>
4	21 Mar -	<i>No Lecture (Good Friday –29 MAR)</i>		<i>No tutorial</i>
<i>Note: Weeks 4 and 5 are both short weeks due to the Easter break. If your allocated tutorial day is on a Monday, Tuesday or Wednesday you attend the tutorial in Week 4. If your allocated tutorial day is on a Thursday or Friday you attend this same tutorial (same content) but in Week 5.</i>				
Easter Break, 24 March – 30 March				
5	31 Mar - 1 Apr (Th,F)	<ul style="list-style-type: none">Brand PositioningAdvertising Management	Ch 4 Ch 5	<i>Due: Assignment One; 31 MAR, 2pm.</i>
6	4 April	<ul style="list-style-type: none">Advertising Planning and ImplementationGuest Lecturer.	Ch 6	<i>Student Presentations</i>
7	11 April	<ul style="list-style-type: none">Broadcast Media StrategyPrint and Support Media Strategy	Ch 7 Ch 8	<i>Student Presentations</i>
8	18 April	<ul style="list-style-type: none">Digital MediaGuest Lecturer : Pieta Brown, Loyalty NZ	Ch 11	Tut Two: Assignment two: IMC – Project work

<i>Mid Trimester Break, 25 April – 1 May</i>				
9	2 May	<ul style="list-style-type: none"> Media Planning Guest Lecturer – Grant Maxwell, Y & R media 	Ch 9	Tut three: Assignment two: Project work
10	9 May	<ul style="list-style-type: none"> Campaign Evaluation Personal Selling 	Ch 14 Ch 12	Tut four: Assignment two: Project work
11	16 May	<ul style="list-style-type: none"> Direct Marketing Sales Promotion 	Ch 10	Tut five: Assignment two: Project work
12	23 May	<ul style="list-style-type: none"> Marketing PR /Sponsorship Course wrap up and Exam prep. 	Ch 13	IMC Plan due: Wednesday 25 May, 2 pm. <i>No tutorial</i>
13	30 May	No lecture		<i>No tutorial</i>

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.

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

If you believe that exceptional circumstances may prevent you from meeting the mandatory course requirements, contact the Course Coordinator for advice as soon as possible.

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 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.

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:

No.	Assignment	%	Objectives Assessed	Date
1.	Essay: Brand Communications Analysis and Reflection (3,000 words)	Essay - 20%	2,3,4	2pm, Thurs 31 March
	Individual Presentations	Presentation – 15%		Weeks 6 & 7
2.	Group (work in pairs/small groups) IMC Plan (3,000 words)	Written plan 15% (group mark)	1,2,3,4,5	2pm, Thurs 26 May
3.	Final examination (3 hours)	50%	1,2,3,4,5	TBA

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, Thursday 31 March**
- An Individual 10 minute presentation – **Tutorial groups week 6 and 7.**

The presentations are mandatory, every student enrolled in Mark 301 is expected to present in their registered tutorial in either week 6 or week 7.

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

The assignment is a written Integrated Marketing Communication Plan, a report to be completed in pairs or small groups.

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

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, Wednesday 25 May.**

Handing in and return of assignments

Assignments #1 and #2 are to be submitted into the MARK 301 Assignment Box in the Railway West Wing building (the specific location will be announced on Blackboard) by the due date. Assignments handed in late must be date stamped and signed-in by the 11th floor reception staff (Rutherford House). **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 assignments via Turnitin on Blackboard before the submission deadline (specific instructions will be given in class).

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 10th June – Wednesday 29th June (inclusive)

Penalties

The following penalties apply in MARK 301:

Late assignments: Assignments received after the deadline will have **10% deducted from the received grade, per day**. For example, an assignment that is one day late will lose 10% of its grade (i.e. a 78% becomes a 70.2%). 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.

Group Work

The written component of Assignment #2 is in paired or small groups (groups of 2 or 3) work. For more details please see the assessment section of this outline.

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.

Student feedback

Student feedback on University courses may be found at:
www.cad.vuw.ac.nz/feedback/feedback_display.php

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.

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.
