

School of Marketing and International Business

## MARK 301 MARKETING COMMUNICATIONS

Trimester 2, 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

Students who successfully complete MARK301 will have the knowledge and ability to:

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	11 July	Course Overview Client Brief	1	
2	18 July	IMC and brand equity enhancement	1	<b>Tutorial one:</b> Form groups for assignment Project discussion: structure of the project

Week	Starting	Lecture topic	Required readings: chapter	Tutorial (Key Activity) / Assessment
3	25 July	Market segmentation and brand positioning	4	
4	1 Aug	Advertising Management	5	<b>Tutorial two:</b> Project discussion: creative concepts
5	8 Aug	Advertising strategy and implementation	6	<b>Tutorial three:</b> RRRS Exercise
6	15 Aug	Broadcast Media Digital Marketing Guest Speaker 1 TBC	7 11	<b>RRRS Test 25%, Wed 17 August 6.30pm – 10.00pm</b>
<b>Mid Trimester Break, 22 August – 4 September</b>				
7	5 Sep	- Media planning and analysis	9	<b>Tutorial four:</b> Project discussion: media strategy and implementation
8	12 Sep	- Personal selling - PR and sponsorship - Guest Speaker 2 TBC	12 13	
9	19 Sep	- Direct marketing - Sales promotions	10	<b>Tutorial five:</b> Marketing communications presentations
10	26 Sep	Measuring communication's effectiveness	14	<b>Marketing communications assignment due Thursday 29 September, 12pm</b>
11	3 Oct	Presentations to the client		
12	10 Oct	Examination preparation		

### **Trimester Dates**

Teaching Period: Monday 11<sup>th</sup> July – Friday 14<sup>th</sup> October  
Study Period: Monday 17<sup>th</sup> October – Thursday 20<sup>th</sup> October  
Examination Period: Friday 21<sup>st</sup> October – Saturday 12<sup>th</sup> November (inclusive)

### **Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 22<sup>nd</sup> July 2016.
2. The standard last date for withdrawal from this course is Friday 23<sup>rd</sup> September 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: Dr Yuri Seo  
Office: RH1105  
Phone: 463 5086  
E-mail: [yuri.seo@vuw.ac.nz](mailto:yuri.seo@vuw.ac.nz)  
Office hours (Mondays only): TBC, see Blackboard for details

Course Administrator: Hannah Donmez  
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Phone: 463 7454  
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Office hours: 8am – 3pm

## **Class Times and Room Numbers**

Mondays 13:40 - 15:30 Rutherford House RHLT2

## **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.

Students can purchase the text from Vic Books.

It is expected that reading of relevant chapters of the text, as on the course outline, will be completed 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. 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](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## **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 workload 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>.

The assessment is structured as follows:

No.	Assessment	Value	Due date	Objectives assessed
1	<b>Realistic Rapid Response Scenario (RRRS)</b> Word limit: 1500 words	25%	Due: Week 6, Wed 17 August Time: 6.30 pm -10.00 pm	1, 2, 3
2	<b>Group Marketing Communications Project</b> Word limit: 2,000	<b>Written report</b> 10% (group mark)  <b>Presentation</b> 5% (group mark) <b>Individual contribution</b> 10%	<b>Written Report</b> Due: 12pm Thursday 29 September <b>Presentation</b> Due: Week 9, exact times TBC. <b>Individual Debrief</b> Due: week 11, on Turnitin.	1, 2, 3, 4, 5
3	<b>Final Examination</b>	50%	Examination Period	1, 2, 3, 4, 5

#### **Realistic Rapid Response Scenario: 25%**

Due: 17 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% of your final grade. Your individual grade will be computed based on the following: the overall project grade, your tutor's evaluation of your contribution, and the individual debrief report that you will submit. Further details of this project assignment are below.

In small groups, 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 recognize 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. Overall group assignment score.
2. Tutor evaluation.
3. Individual Debrief

#### *Individual Debrief (limit: 1000 words)*

To get your individual contribution grade, you must submit an individual debrief report. These are due at Week 11 on Turnitin. More information will be announced on Blackboard and in the class.

The individual debrief report should include a section on:

1. Who did what and when:  
What did YOU do? What did others in your team do?
2. 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...
3. 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!)

Good debriefs are likely to be THOUGHTFUL and ORGANISED rather than a random jotting down of ideas. You have to organize 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.

### **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 21st October – Saturday 12<sup>th</sup> November (inclusive)

### **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.

### **Student Feedback**

Previous feedback has been positive with no specific issues emerging. 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).

### **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.

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