

School of Marketing and International Business

MARK 406 MANAGING MARKETING COMMUNICATIONS

Trimester 2, 2016

COURSE OUTLINE

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	Understand the background, history and evolution of marketing communications
2	Critically assess the theories that underpin the formulation and implementation of marketing communications
3	Evaluate the effectiveness of marketing communications and the relevance of metrics in marketing communications research
4	Develop and extend knowledge of contemporary issues in marketing communications

Course Content

Course Schedule		
Week	Starting	Topics:
1	11 July	Introduction, evolution and history of marketing communication <i>Assignment 1 discussion</i>
2	18 July	IMC and branding
3	25 July	Designing effective messages <i>Team leadership session 1</i>
4	1 Aug	Persuasion <i>Team leadership session 2</i>
5	8 Aug	Creative use of new media <i>Team leadership session 3</i>
6	15 Aug	Communications practice <i>Assignment 1 due Monday 15 August, 4pm</i>
<i>Mid Trimester Break, 22 August – 4 September</i>		

Week	Starting	Topics:
7	5 Sep	Creative use of traditional media <i>Assignment 2 discussion</i>
8	12 Sep	Communications metrics
9	19 Sep	Seminars <i>Assignment 2 due Friday 23 September, 4pm</i>
10	26 Sep	Seminars
11	3 Oct	Seminars
12	10 Oct	Test in class Friday 14 October

Trimester Dates

From Monday 11th July to Friday 14th October.

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 22nd July 2016.
2. The standard last date for withdrawal from this course is Friday 23rd 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/Lecturer Dr Janine Williams
Office: RH 1127, Rutherford House
Phone: 04-463 5027
Email: janine.williams@vuw.ac.nz
Office Hours: (or by appointment) Fridays, 1.00pm to 2.00pm (first 6 weeks)

Lecturer Dr Djavlonbek Kadirov
Office: RH 1109, Rutherford House
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Office Hours: (or by appointment) Fridays, 3.00pm to 4.00pm (second 6 weeks)

Course Administrator: Ms Mary Alexander
Office: RH 1121, Rutherford House
Phone: 463 5330
Email: mary.alexander@vuw.ac.nz
Office Hours: Monday to Friday 9.00am to 4.00pm

Class Times and Room Numbers

Fridays: 9.30am – 12.20pm, Rutherford House, RH1113

Course Delivery

MARK 406 consists of one three hour seminar each week.

Readings

The reading material for this course consists of a set of journal articles and book excerpts. A list of readings will be available on Blackboard in Week 1. Additional articles selected by students will be posted on Blackboard prior to the week they are presented.

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 40% in the final test, and 50% overall, to obtain a pass grade for this course.

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.

If you cannot complete an assignment or sit a test or examination, refer to

www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat

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.

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
Assignment 1 Team Leadership Session Group presentation (10%) - (weeks 3,4 and 5) Research critique (20%) - 1500 words due Monday 15 August	30%	1-4
Assignment 2 Seminar Paper Seminar paper (25%) - 2,500 words due Friday 23 September Individual presentation (10%) – (weeks 9, 10 and 11)	35%	1-4
Final Test (Friday 14 October, in class)	35%	1-4
	100%	

Assignment 1 Team Leadership session and Research Critique

Team leadership

During weeks 3-5 a student group 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 in week 1. It is expected that the team's activities will include presenting a summary of 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.

Research critique

Each student will critique one article from the leadership session. Written critiques are due at the beginning of the relevant class.

Assignment 2: Seminar Paper

For a selected area of marketing communications, participants are required to:

- Identify and define a topic of interest to them (the list of suggested topics will be provided)
- Undertake a selective review of the literature relating to that topic
- Synthesise the findings from the literature review and identify avenues for further research
- Outline the implications of their findings for managers involved in developing marketing communications
- Write a seminar paper and present their findings in class.

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.

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. The presentation of this session is worth 10% of the final mark.

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.

Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, and tutorials.

Student feedback

Students in the past have enjoyed MARK 406 finding it encouraged critical thinking and stimulated interest in the area of marketing communications.

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

Any additional information or changes will be communicated at the beginning of seminars, added to the MARK 406 *Blackboard* announcements and/or communicated via e-mail. The course outline, course notes and other learning material will be available on *Blackboard*. It is your responsibility to ensure you check *Blackboard* on a regular basis.

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.
