

MARK2053
Marketing Communications and Promotions
Management
(Marcoms)

Course Outline
Semester 2, 2017

Course-Specific Information

The Business School expects that you are familiar with the contents of this course outline. You must also be familiar with the School's Course Outlines Policies webpage which contains key information on:

- Program Learning Goals and Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Student Support and Resources

This webpage can be found on the Business School website:

<https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

Table of Contents

PART A: COURSE-SPECIFIC INFORMATION	2
1 STAFF CONTACT DETAILS	2
2 COURSE DETAILS	2
2.1 Teaching Times and Locations	2
2.2 Units of Credit	2
2.3 Summary of Course	2
2.4 Course Aims and Relationship to Other Courses	2
2.5 Student Learning Outcomes	3
3 LEARNING AND TEACHING ACTIVITIES	5
3.1 Approach to Learning and Teaching in the Course	5
3.2 Learning Activities and Teaching Strategies	5
4 ASSESSMENT	6
4.1 Formal Requirements	6
4.2 Assessment Details	6
4.3 Assessment Format	7
4.4 Assignment Submission Procedure	8
4.5 Special Consideration, Late Submission and Penalties	9
5 COURSE RESOURCES	9
5.1 Prescribed Text	9
5.2 Recommended Journals for further readings:	9
5.3 Recommended text:	10
6 COURSE EVALUATION AND DEVELOPMENT	10
7 COURSE SCHEDULE	11
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT	ERROR! BOOKMARK NOT DEFINED.
8 PROGRAM LEARNING GOALS AND OUTCOMES	ERROR! BOOKMARK NOT DEFINED.
9 ACADEMIC HONESTY AND PLAGIARISM	ERROR! BOOKMARK NOT DEFINED.
10 STUDENT RESPONSIBILITIES AND CONDUCT	ERROR! BOOKMARK NOT DEFINED.
10.1 Workload	Error! Bookmark not defined.
10.2 Attendance	Error! Bookmark not defined.
10.3 General Conduct and Behaviour	Error! Bookmark not defined.
10.4 Health and Safety	Error! Bookmark not defined.
10.5 Keeping Informed	Error! Bookmark not defined.
11 SPECIAL CONSIDERATION	ERROR! BOOKMARK NOT DEFINED.
12 STUDENT RESOURCES AND SUPPORT	ERROR! BOOKMARK NOT DEFINED.

PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer-in-charge: Dr Theresa Teo
Room: Quad. 3044
Phone No.: (02) 9385 3615
Email: t.teo@unsw.edu.au
Consultation: Tuesday 3pm – 4pm, by appointment only

Tutor: Mr Tsai Tse Sing
Room: Quad. 3043
Email: tsesing.tsai@unsw.edu.au
Consultation: Thursdays, 2pm to 3pm, by appointment only

2 COURSE DETAILS

2.1 Teaching Times and Locations

Lectures start in Week 1(to Week 12): Thursdays, 9am to 12pm during non-tutorial weeks (i.e., Weeks 1 and 12) and Thursdays, 9am to 11am during tutorial weeks (i.e. Weeks 2-11), in CLB 8.

Tutorials start in Week 2 (to Week 11). A full list of tutorials and times will be on the Course Website.

2.2 Units of Credit

The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course

This course is designed to introduce students to integrated marketing communications (IMC), with a focus on issues related to advertising and promotions management. It aims at relating the elements of the marketing mix (4Ps) to the various aspects of communications that take place between the firm and its customers. At the same time, this course lends itself to studying both “applied” and “theoretical” issues to give students both a real-world view of advertising and promotions, as well as frameworks for understanding such real-world decisions. An integrated approach is adopted, including an understanding of the role of media advertising and promotions. The course builds on knowledge of consumer behaviour and the analytical skills of marketing research.

2.4 Course Aims and Relationship to Other Courses

This course aims to offer insights into the various decisions and principles that marketing managers have to consider when developing an overall communications and promotions strategy. Key topics are the promotional mix, the design, implementation and evaluation of communications strategies and the need to make use of both creative and reasoning processes.

Level

Marcoms is a Level Two marketing electives course; as such it is assumed all students have successfully completed the prerequisite course, MARK1012 (Marketing Fundamentals). Ideally, you should have studied MARK2051 (Consumer Behaviour) and MARK2052 (Marketing Research) before embarking on this course. Any work undertaken in courses for

which prerequisites have not been fulfilled will be disregarded (unless an exemption has been granted) and no credit will be given nor grade awarded.

Synergies

You are encouraged to make linkages with previous studies, particularly consumer behaviour and marketing research. Your learning is likely to be more effective when prior experiences and prior knowledge are explicitly recognised and built upon. You should take responsibility for doing this.

To prevent duplication of material, this course focuses quite narrowly on marketing communication themes. This means the managerial aspects of, say, brand management and innovation, are reserved for other courses – specifically MARK3092 and MARK2085. In practice this is an artificial distinction – business issues do not present themselves in neat and discrete compartments.

2.5 Student Learning Outcomes

By the end of this course, you should be able to:

- a. Describe the elements of contemporary marketing communications – the tools, the players, the scope and future direction of the marcoms industry including the different ways in which marketers communicate with their target audiences.
- b. Demonstrate a solid grounding in the principles of marketing communications and promotions management.
- c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.
- d. Analyse specific marketing communications problems, and devise sound and practical solutions to these problems.
- e. Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner.
- f. Develop analytical and creative skills necessary to prepare a marketing communications plan.
- g. Critically analyse the issues and controversies in the field of marketing communications.
- h. Communicate ideas in a succinct and clear manner.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate coursework students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. 'be an effective team player'). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. 'participate collaboratively and responsibly in teams').

For more information on Program Learning Goals and Outcomes, see the School's Course Outlines Policies webpage available at <https://www.business.unsw.edu.au/degrees-courses/course-outlines/policies>

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

Program Learning Goals and Outcomes		Course Learning Outcomes	Course Assessment Item
<i>This course helps you to achieve the following learning goals for all Business undergraduate coursework students:</i>		<i>On successful completion of the course, you should be able to:</i>	<i>This learning outcome will be assessed in the following items:</i>
1	Knowledge	<p>a. Describe the elements of contemporary marketing communications – the tools, the players, the scope and future direction of the marcoms industry including the different ways in which marketers communicate with their target audiences.</p> <p>b. Demonstrate a solid grounding in the principles of marketing communications and promotions management.</p> <p>c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.</p>	<ul style="list-style-type: none"> • Class Participation • Mid-semester test • IMC Project - Group • Final Exam
2	Critical thinking and problem solving	<p>c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.</p> <p>d. Analyse specific marketing communications problems, and devise sound and practical solutions to these problems.</p> <p>e. Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner.</p> <p>f. Develop analytical and creative skills necessary to prepare a marketing communications plan.</p> <p>g. Critically analyse the issues and controversies in the field of marketing communications.</p>	<ul style="list-style-type: none"> • Class Participation • Mid-semester test • IMC Project - Group • Final Exam

3a	Written communication	c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.	<ul style="list-style-type: none"> • Mid-semester test • IMC Project - Group • Final Exam
3b	Oral communication	<p>c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.</p> <p>h. Communicate ideas in a succinct and clear manner.</p>	<ul style="list-style-type: none"> • Class Participation
4	Teamwork	e. Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner.	Not specifically assessed.
5a.	Ethical, social and environmental responsibility	Not specifically addressed in this course.	Not specifically assessed.
5b.	Social and cultural awareness	Not specifically addressed in this course.	Not specifically assessed.

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

This course has been designed to be:

- *Rigorous and informed*, in that we consider what is known about marcoms through business practice, research, and scholarship.
- *Encouraging of critical and independent thinking*, including an assessment of the validity of claims made about marcoms.
- *Professionally relevant*, by looking at workable frameworks, industry best practices, and developing knowledge/skill that will be of value in the workplace.
- *Engaging*, in the sense of actively having to resolve theoretical and practical problems through written assignments, exercises, and classroom/group discussions.
- *Diverse* in the use of learning and assessment methods, from conventional tests to hands-on exercises.
- *Reflective*, by relating formal approaches to marcoms to experiences in daily life (we are, after all, bombarded with marketing communications messages).

3.2 Learning Activities and Teaching Strategies

This course will be delivered through a mix of formal lectures and exercises, along with individual and group activities.

The purpose of the *lectures* is to give you some frameworks for the management of marcoms. These frameworks draw on the accumulated wisdom of both marketing practitioners and academics. It is to be hoped that in looking at these frameworks we can focus on best practice, rather than merely hold up a mirror to what is found in the Australian marketplace at large. It is not enough simply to describe current practices.

Tutorials are an important component of the course. They provide a forum for a more hands-on approach to the tasks involved in Marcoms planning. Marcoms is a lively, fast-paced and evolving industry, and participation in the tutorials is important for you to gain as much from this course as you can. This is your opportunity to apply the material presented in lectures and to use knowledge gleaned from readings and experiences. Some tutorial work will be undertaken in groups, and it will be necessary to engage in *group study* outside formal working hours. Also, use these meetings to clarify ideas and issues that are unclear to you – do not wait until the end of session and then have a last minute panic before the final examination.

Self-study is important too. You cannot expect to develop the desired level of knowledge and skill from merely attending lectures. There is a course textbook – read it! Also, your attention is drawn to supplementary readings – they will be helpful in helping you link theory to practice. In particular, many of the readings will highlight alternative perspectives and they will help you hone your skills in making critical evaluations.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50%;
- achieve satisfactory performance (scoring at least 45%) on each assessment;
- score at least 50% in the Final Exam; and attend at least 80% of all tutorials (as per university regulations).

4.2 Assessment Details

Assessment Item	Weighting	Length	Due Date
Class Participation/ Participation/Article review (3%)	15%		Ongoing To be advised
Mid-semester test	15%		Week 9 (tutorial time)
IMC project <ul style="list-style-type: none"> • Creative Brief • Agency Pitch 	5% 25%	3 pages 4 A3 Size Posters & 1 page notes	Week 5 (21 st Aug) Week 10 (3 rd Oct)
Final Exam	40%	2 hours	University Exam Period

Total	100%		
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4.3 Assessment Format

4.3.1 Class Participation (15%)

Class participation will provide opportunities for peer learning, strengthening students' ability to actively argue their decisions regarding the marketing communications and promotions management issues at hand, developing an understanding for alternative approaches and providing an opportunity for reflective learning. This is designed to make sure we have rich and stimulating discussions.

Your participation includes the responsibility to share understanding and judgment with the class in order to advance the group's collective skills and knowledge. This means I will need your active participation to make the class a rewarding experience for everyone. Read the materials assigned for every class, thoroughly prepare cases, take part in pertinent discussions, listen to others with respect, and generally take part and you will be rewarded.

There are two elements of class participation: 1) Class participation during the lectures and tutorials (10%); and 2) Critique of marketing communication campaigns (5%).

Please refer to the full version of MARK2053 course outline for more details on this assessment item, e.g. required format and marking criteria. The full version of MARK2053 course outline will be made available via Moodle course website by 24 July 2017.

4.3.2 Mid-Semester Test (15%)

There will be an in-class 40-minute mid-semester test in week 9 to evaluate your understanding of the materials discussed in class and provide timely feedback of your performance. This assessment includes all materials learnt in lectures, as well as class discussions and activities from Weeks 1 to 8. It will take place during your week 9 tutorial.

4.3.3 Integrated Marketing Communication Project – Group (30%)

In this assignment, assuming you are an advertising agency being tasked to create an Integrated Marketing Communication (IMC) campaign for your client. You are expected to give them progressive reports according to the timeline given below.

There are 2 stages to this project. They are

- Creative Brief (See outline in pg 287)
- Agency Pitch – IMC Plan

Tasks	Requirements	Due date
Creative Brief – The Big Idea	A 3-page report, 12 font size and single space	Week 5 (21 st Aug)
Agency Pitch (IMC Plan)	4 A3 size poster & 1 page report (12 font size, single space)	Week 10 (3 rd Oct)

On the final week of 10 and 11, there will be a 10-minute pitch by 2-3 agencies. Students who are not involved in the pitch would actively participate in class by acting as clients to assess these agencies. More details of the project will be given in week 1.

All submission: To Turnitin via Moodle

Procedures: Select your own group members (4 to 5 persons per group). This will be organised in Week 2 tutorial. Anyone who is absent in this tutorial would be randomly allocated to a group.

Please refer to the full version of MARK2053 course outline for more details on this assessment item, e.g. required format and marking criteria. The full version of MARK2053 course outline will be made available via Moodle course website by 24 July 2017.

4.3.4 Final Exam (40%)

The final exam will take place in the formal examination period at the end of the session and is worth 50% of the total marks for this course. It will be a 2-hour, closed book exam. It will be comprehensive in nature and will draw on work covered in lectures, discussions, textbook material and course readings. The final exam aims to test students' understanding and application of marketing communications and promotions management theories covered during the semester. It thus contains theory application questions. Details on specific topics on the exam will be discussed in Week 12. **YOU MUST SCORE 50 POINTS OR MORE (100 POINTS IN TOTAL) IN THIS FINAL EXAM IN ORDER TO PASS THE COURSE.**

The final exam will be organised by the UNSW exam unit. The time and location of the final exam will be announced once the university exam timetable is released. No early examinations are possible. When the provisional examination timetable is released, ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. All exams are scheduled and conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student's responsibility to be familiar with these rules.

4.4 Assignment Submission Procedure

For group project

Major project must include a cover sheet and be signed by all students in the group. The School of Marketing Group Assignment Cover Sheet can be found at:

<https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Group%20assignment%20coversheet.pdf>

Students **MUST** submit major projects through the course website. **ONLY ONE STUDENT (PROJECT LEADER) IN THE GROUP SUBMITS THE MAJOR PROJECT.** The originality of the assignments will be checked with Turnitin™. Students are able to check the similarity index and resubmit their papers until the due deadlines. Note, however, that students are responsible for planning ahead and allowing sufficient time to view their similarity index. Students are also advised to submit their reports during working hours so as to receive technical support if necessary – technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: <http://teaching.unsw.edu.au/turnitin-students>.

4.5 Special Consideration, Late Submission and Penalties

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be submitted through a special consideration form and must contain information that justifies the extension sought.

Quality Assurance

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

5 COURSE RESOURCES

MARK2053 uses Moodle for posting course materials such as course outline, principle lecture slides, major announcements etc. The website for this course is on Moodle at: <http://moodle.telt.unsw.edu.au>

5.1 Prescribed Text

Belch, George E., Michael A. Belch (2014). *Advertising And Promotion: an integrated marketing communication perspective* (11th edition), North Ryde, NSW McGraw-Hill Australia.

5.2 Recommended Journals for further readings:

You are expected to read widely when preparing your assignments and class participation. In particular, you should use the resources of the university library, especially the journal literature. Note: Consultation of lecture notes does not count as reading widely. The following journals are recommended as good sources for additional readings:

- Journal of Brand Management
- Journal of Advertising Research
- Journal of Consumer Research
- Journal of Marketing
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Harvard Business Review
- Sloan Management Review
- Journal of Business Research
- Journal of Personal Selling & Sales Management
- European Journal of Marketing

- Journal of public policy & marketing

5.3 Recommended text

This recommended text provided hands-on exercises in addition to the prescribed text.

Waller, David (2012), "Developing Your Integrated Marketing Communication Plan", 1st edition, McGraw-Hill Book Company Australia, Sydney.

6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester myExperience responses.

7 COURSE SCHEDULE

COURSE SCHEDULE			
Week	Lecture Topic	Text Readings	Tutorial activities / assessment
Week 1 24 July	Overview and Role of IMC Program	Chp 1 - 3	No tutorial
Week 2 31 July	Consumer Behaviour in IMC	Chp 4	Project Brief and group formation
Week 3 7 August	Communication Process Source Message and Channel factors	Chap 5 & 6	Consumer behaviour - Target audience - Positioning (pg 58-61)
Week 4 14 August	Objectives & Budgeting for promotional program Creative Strategy – Planning & Development	Chp 7 & 8	Major selling idea (pg 291) Key selling benefits & Claim
Week 5 21 August	Creative Strategy – Implementation & Evaluation	Chp 9	Set IMC objectives (pg 354) Brainstorm of creative concepts <i>Creative Brief due</i>
Week 6 28 August	Media Planning and Strategy	Chap 10	Execution technique – The Appeal (pg 303)
Week 7 4 September	Media Evaluation – Digital Media	Chp 15	Creative Tactics (Pg 319)
Week 8 11 September	Media Evaluation – Print Media	Chp 11 & 12	Media Planning
Week 9 18 September	Media Evaluation – Support Media	Chp 13 & 14	<i>Mid-Semester Test</i>
Mid-semester break: 23 September – 2 October inclusive (2 Oct = Labour Day Public Holiday)			
Week 10 3 October	Sales Promotion & Public Relations	Chp 16 & 17	IMC Pitch (Grp 1 – 3) <i>IMC plan due</i>
Week 11 9 October	Measuring Effectiveness of Promotional Program	Chp 18	IMC Pitch (Grp 4 – 6)
Week 12 16 October	Revision		No tutorial