

Course Outline 2011

MARKET 718: MARKETING COMMUNICATIONS (15 POINTS)

Course Prescription

Analysis and evaluation of the individual elements of the marketing communications mix: advertising, direct marketing, sales promotion and public relations. Further, how these may be managed as an integrated programme to implement and support the brand, product, or service strategy.

Programme and Course Advice:

Prerequisite: 60 points from BUSADMIN 761-764, 771-774, 775

Restriction: MARKET 703

Goals of the Course

To better equip those students in or aspiring to marketing related positions to deal with issues related to communication with the organisations stakeholders, which impact in some way on the successful marketing of its products or services. The focus of the course is on developing students' skills for:

- applying the latest marketing communication concepts and theory to real-world practice;
- using library and other electronic information systems to collect, analyse information and produce a discursive article on a given marketing communication topic; and
- formulate and justify recommendations for an integrated marketing communication (IMC) situation or case.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. apply academic marketing communications theory to the discussion and explanation of real-world examples from New Zealand and abroad;
2. use a conceptual framework for the organisation, planning and control of the marketing communication process;
3. analyse a marketing situation in communication terms;
4. analyse, evaluate and recommend the most appropriate marketing communication activities including advertising, social networking, sales promotion and public relations in order to develop integrated strategies and tactics for a given marketing strategy and budget; and
5. evaluate and manage the output of marketing communication agencies and services.

Content Outline

Week 1	Introduction to Marketing Communications
Week 2	Marketing Communications Strategy & Planning
Week 3	Marketing Communications Agency-Client Relationships & Responsibilities
Week 4	Buyer Behaviour and Communication Processing
Week 5	Creative Strategy & Development
Week 6	Conventional Media Strategy & Planning
Week 7	Interactive Media, Internet, Social Networking Media
Week 8	Direct & Database Marketing, CRM
Week 9	Public Relations/Cause Related Marketing
Week 10	Sales Promotion, Personal Selling, Review

Learning and Teaching

Taught over a ten week period consisting of 30 contact hours. The course will consist of a combination of lecture sessions, readings, video material and guest speakers. Participants are expected to prepare for each session by a thorough study of the assigned material. The class size is small-medium. Course process includes projects, essays. Students are expected to use at least six additional hours each week in reading and preparing for the class. Active participation is essential, and students will be expected to master material assigned in readings, presented in class lectures and discussions.

Teaching Staff

Lecturer

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Learning Resources

The suggested text for this course is Belch, G. E., & Belch, M. A. (Eds.). (2009). *Advertising & Promotion, An Integrated Marketing Communications Perspective* (8th ed.). New York: McGraw-Hill Irwin. Previous editions are acceptable, particularly for the theoretical content in Chapters 5&6.

All readings will be available on the Library's Market 718 resource page and via Cecil. Lecture notes will be handed out in class and posted on Cecil.

Assessment

Individual Assignment (Research Essay)	20%
Group Assignment (Comparative analysis)	20%
Final Examination (3 hours, open book)	60%
Total	<hr/> 100%

Details relating to the assignments will be provided on Cecil and during lectures.

Minimum requirement to pass the course: 50% overall aggregated marks. You must pass the exam to pass the course. The examination is 3 hours and open book.

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Individual Essay	Group Assignment	Final Examination
1	X		X
2			X
3	X	X	X
4		X	X
5			X