



BUSMGT 754: Marketing Communications (15 points)

Quarter 3 2017 (1176)

Course Prescription

Analysis of the individual components of the marketing communications mix. Critically evaluates the role of marketing communications in supporting brand, product and service strategy.

Programme and Course Advice

Prerequisite: BUSMGT 711-714 with at least a B- average

Goals of the Course

The course introduces students to the theory and practice of marketing communications.

The goals of the course are for students to be able to:

- develop an appreciation and understanding of the individual elements of the marketing communications mix;
- gain an appreciation of the complexity of managing marketing communication components as an integrated program to support the marketing communication strategy;
- develop a practice of learning, reflection, and interaction that will foster and further strengthen the integration of marketing communications theory and practice

A primary element of the course is a marketing communications plan, wherein students develop an integrated marketing communications plan for a local business, which may include elements of advertising, sales promotions, events and experiences, public relations, outdoor, digital marketing, social media, and direct marketing, among others. Several assessments revolve around the development of the marketing communications plan.

Additionally, the class will have the opportunity to interact with industry professionals through site visits and guest speaker opportunities.

Learning Outcomes

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

1. Analyse the role of integrated marketing communications for an organisation using relevant theories

2. Critically evaluate a range of marketing communication tools and assess their value in different contexts
3. Select and synthesise an appropriate set of marketing mix elements to achieve specific marketing objectives
4. Evaluate the effectiveness of an integrated marketing communication campaign and develop and justify recommendations
5. Develop and present an integrated marketing communications plan demonstrating the application of appropriate theories, strategies and tactics and identifying appropriate measures of success.

Content Outline

Week 1: Integrated Marketing Communication (IMC)

Week 2: Planning and Managing IMC

Week 3: Advertising & Branding

Week 4: Paid Media

Week 5: Digital, Social and Word of Mouth

Week 6: PR & Sponsorships

Week 7: Media Planning and Evaluation

Week 8: Direct Marketing and Personal Selling

Week 9: Sales Promotion & Other Tools

Week 10: Ethics // Conclusion & Course Wrap-up

Learning and Teaching

The course will consist of a combination of lecture and discussion sessions, readings, video material, and guest speakers. Students are expected to read required materials prior to class, attend all classes, and participate in class discussions. Students are expected to attend 5.5 hours of class time per week, comprising a 1.5-hour plenary session, 2-hour tutorial and 2-hour TBL session. Come prepared to participate. The classes are an opportunity for you to explore ideas, develop your own thinking and clarify anything that you are not sure about.

In addition to attending classes, students should be prepared to spend about ten hours per week on activities related to this course. These activities include reading the course materials, preparing for lectures, tutorials, and TBLs, working on assignments and preparing for assessment.

Teaching Staff

Lecturer: Dr. Nina Brosius

Email: n.brosius@auckland.ac.nz

Room: 260-368

Extension: 84024

Office hours: Wednesdays, 11am-1pm, or by appointment

Professional Teaching Fellow: Kevin Kempin, k.kempin@auckland.ac.nz

Learning Resources

Information regarding all course materials including required weekly readings will be posted on CANVAS.

Assessment

1	Mid-Term Test (Individual)	20%
2	Group Presentation of IMC Proposal	20%
3	Integrated Marketing Communications Plan (Individual)	40%
4	Integrated Marketing Communications Plan Presentation (Individual)	20%

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

Learning Outcome	Mid-term Test	Group Presentation	Marketing Communications Plan (Individual)	Marketing Communications Presentation (Individual)
1		x	x	x
2	x	x	x	x
3	x	x	x	x
4	x		x	x
5			x	x

Inclusive Learning

Students are urged to privately discuss any impairment-related requirements in person and/or in written form with the course convenor/lecturer and/or tutor.

Student Feedback

We regularly seek feedback from students in order to shape and improve this and all courses on the programme. Students will be asked to complete formative fast feedback

early in the quarter, and course and teaching evaluations at the end of the course. In addition, each course will seek volunteers to serve as class reps.

Cheating and Plagiarism

The University of Auckland regards cheating as a serious academic offense.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at: www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.

Third Party Assistance with Coursework

While you are encouraged to improve your coursework writing skills and are permitted to seek assistance from third parties, you are advised that there are important limits on the amount and type of assistance that can be given to you in completing your assignments, including group work. Third parties include fellow students, reading groups, friends, parents, SLC tutors, and paid-for professional editing services.

There is a set of guidelines which clearly indicates the type of advice and assistance that can be given. If you are seeking the assistance of any third party you are required to give a copy of the guidelines to the person prior to them helping or assisting you.

You are also required to only seek and accept help using a printed version of your work, not an electronic version. You must keep a copy of this printed version and produce it if required.

A copy of the guidelines is available

at: www.business.auckland.ac.nz/thirdpartyassistance

Help with Academic Referencing

Acknowledgement of sources is an important aspect of academic writing. The University's Referen@ite website www.cite.auckland.ac.nz provides students with a one-stop online resource for academic referencing needs. Referen@ite explains the essentials of referencing and how to avoid plagiarism. It also includes practical tools to help students reference correctly, use references effectively in writing, and gives fast access to some major reference formats with examples.

Assignment Submission

All assignments for this course should be submitted through the Assignments section of these course webpages, after going through the standard review process. This process is as follows:

1. assignment draft is run through Grammarly
2. Grammarly report and assignment draft are submitted to the assignment draft point for language, grammar and structure review and feedback by the Business Communication team, and for originality checking. This draft point will close no later than 24 hours before the assignment submission deadline
3. final assignment, which incorporates the Business Communication team feedback on language and originality, is submitted to the final submission point

The draft and final submission points can be found in the Assignments section of these webpages.

In the event of an unexpected disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via Canvas and the University website.

Late Submissions and Special Consideration

For any queries about the programme policies around the late submission of assignments, or for special consideration or aegrotat processes, please contact the Programme Manager.