

Course Outline 2009
MARKET 703: MARKETING COMMUNICATIONS (20 POINTS)

Course Prescription

Develops an appreciation and understanding 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: Market 702

Goals of the Course

The goal of this course is to develop an appreciation and understanding of the individual elements of the marketing communication mix: with particular emphasis on advertising and direct marketing, and including interactive media, sales promotion and public relations. Further, the course examines how these may be managed as an integrated programme to implement and support the marketing strategy.

Learning Outcomes

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

1. apply a conceptual framework for the organisation, planning and control of the marketing communication process;
2. analyse a situation in communication terms;
3. develop and apply marketing communications objectives;
4. develop a marketing communications budget and allocate resources within this budget;
5. plan, manage and measure an advertising programme and a direct marketing programme;
6. interpret and apply appropriate internet, sales promotion and public relations strategies and tactics;
7. evaluate, appoint and manage appropriate marketing communications consultants and service providers; and
8. evaluate relevant "ideas" within a marketing communication framework.

Content Outline

- Introduction to Marketing Communications
- Consumer Behaviour Communication Process
- Organisational Aspects of An Advertising Campaign
- Planning & Budgeting
- Creative Strategy & Development
- Media Strategy & Planning
- Direct & database Marketing
- Direct Response
- Telemarketing & Relationship Marketing/CRM
- Internet and Interactive Media
- Public Relations/Cause Related Marketing

- Sales Promotion
- Personal Selling

Learning and Teaching

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, and computer lab sessions. 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

Senior Lecturer: **Tom Agee**

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Learning Resources

Text: Belch, G.E. & Belch, M.A. (2004) *Introduction to Advertising & Promotion, an Integrated Marketing Communication Perspective*. (6th ed.). Irwin

Readings: Those contained in the Resource Book as well as additional readings and case material which may be handed out during the course.

Assessment

Individual essay 20%

IMC Case 20%

Final examination 60 % Open Book

Details relating to the assignments are provided in the course book, which will be provided to participants prior to course commencement.

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.

Learning Outcome	Essay	IMC Case	Exam
1	x	x	x
2	x	x	x
3		x	x
4		x	x
5		x	x
6	x	x	x
7		x	x
8	x	x	x