

**Course Outline 2017**  
**MKTG 306: ADVERTISING AND PROMOTION (15 POINTS)**

**Semester 2 (1175)**

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**Course Prescription**

Discusses the elements of the integrated marketing communications mix. It considers important issues that relate to the development of promotional campaigns that are created to support a firm's strategy.

**Programme and Course Advice**

Prerequisite: MKTG 201 or 291 and MKTG 202 or 292

Restriction: MKTG 392

**Goals of the Course**

The purpose of this paper is to provide students with an appreciation and understanding of integrated marketing communications. Students will be introduced to marketing communications theory and marketing communications disciplines (advertising, direct marketing, interactive marketing, public relations, sales promotion and personal selling) and will learn how to apply these to the strategic design, execution and evaluation of integrated marketing communications campaigns.

**Learning Outcomes**

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

1. Consider the importance of integrated marketing communications and its impact on brand equity.
2. Develop and evaluate marketing communications objectives.
3. Understand a marketing communications budget and how companies allocate media resources within a budget.
4. Differentiate how companies plan and implement marketing communications.
5. Evaluate advertising, direct marketing, digital marketing, public relations, sales promotion and personal selling strategies and tactics.
6. Demonstrate critical thinking by challenging theory and marketing communications practice.
7. Apply theory, content knowledge and creative skills to solve complex marketing communications problems.
8. Develop skills in team work, time management and communication.

## Course Schedule

Week	Day	Sessions and assessments	Weekly Chapters (Chitty et al., 4 <sup>th</sup> edition)
1	Thurs 27/7	Welcome, overview, course and assessment briefing IMC and brand equity enhancement	1
2	Mon-Wed	<b>Optional test 1 (Chapter 4)</b>	4
	Thurs 3/8	Situational Analysis & Market Segmentation	
3	Mon-Wed	<b>Optional test 2 (Chapter 5)</b>	4 (continued) and 5
	Thurs 10/8	Brand Positioning & Advertising Management	
4	Mon-Wed	<b>Optional test 3 (Chapter 6)</b>	6 and 9
	Thurs 17/8	Advertising Implementation & Media Planning	
5	Thurs 24/8	<b>Application test 1 (30%)</b>	All chapters above and lecture content
6	Mon-Wed	<b>Optional test 4 (Chapter 10)</b>	10
	Thurs 31/8	Direct marketing & Sales promotions	
Mid semester break			
7	Mon-Wed	<b>Optional test 5 (Chapter 12)</b>	12
	Thurs 21/9	Personal selling	
8	Mon-Wed	<b>Optional test 6 (Chapter 13)</b>	13
	Thurs 28/9	Public relations and Sponsorship	
9	Thurs 5/10	<b>Application test 2 (35%)</b>	All chapters and lecture content from weeks 6, 7, and 8.
10	Thurs 12/10	Digital Marketing and Effectiveness	11 and 14
11	Mon 16/10	<b>Team assignment report must be submitted via CANVAS by Monday 8am.</b>	As per assignment outline
	Thu-Fri 19-20/10	<b>Team presentations</b>	
12	Thurs 26/10	<b>Finalist presentations to client and winning team announced</b>	

## Learning and Teaching

### Weekly online tests (optional)

This course uses six online tests and a real-world project to stimulate your continuous engagement with advertising in general and with the course material in particular (e.g. textbook chapters, companion website and slides). These tools allow you to assess your knowledge of the chapters each week **BEFORE** the main class. **Therefore, students are required to read the relevant chapters from the prescribed textbook prior to participating in each online test.**

We will explain the purpose and process of the optional tests in week one. The tests start in week two. We encourage students to sit all tests because **some of the questions may be reused in the two application term's tests**. Tests will be open for a number of days so there is plenty of opportunity to sit these.

### **Interactive classes**

Because you will be already familiar with most material for that week our classes will be a mixture of interactive classes, group and individual exercises, guest speakers, and dedicated time to prepare for assessments (e.g. your team project and the Application Tests). These 3-hour classes are held AFTER the weekly tests, and will normally have a dedicated portion of the time allocated for you to work in your teams. Please check Student Services Online to confirm the room and time.

### **Guest speakers**

In-depth examples of current New Zealand IMC practice will be delivered by guest speakers. Content delivered by guest speakers will be highly relevant for your team project (more details below).

### **Inclusive learning**

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with any member of the teaching team.

If university or non-university matters are getting on top of you, please contact the University Counselling Services. Every problem has a solution and sharing your concerns will help you work through them.

You can contact them on: 923 7681 to make an appointment or for more information go to: <https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html>

## **Teaching Staff**

### **Course Coordinator and weeks 1, 6-12**

#### **Dr Mike Lee**

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Tel: 923 5953

Email: [msw.lee@auckland.ac.nz](mailto:msw.lee@auckland.ac.nz)

### **Weeks 1, 2-5, 11-12.**

#### **Dr Yuri Seo**

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### **Graduate teaching Assistant**

#### **Adeel Khalid**

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### **Course Administrator**

#### **Christina Huang**

OGGB, Room 437

Tel: 373-7599 (ext. 87479)

Email: [christina.huang@auckland.ac.nz](mailto:christina.huang@auckland.ac.nz)

## **Learning Resources**

**Compulsory textbook:** Chitty, Luck, Barker, Valos, and Shimp (2015), *Integrated Marketing Communications: 4th Asia Pacific Edition*, Cengage Learning.

**What about previous versions of the textbook?** We recommend you use this version of the textbook as the weekly tests are based on it.

**Textbook website:** Your textbook has a comprehensive companion website (<http://login.cengagebrain.com/>) with many tools that will allow you to deepen your learning and test your understanding of each chapter. We recommend that you test your knowledge of chapters prior to the weekly tests using the materials on this website.

**Course book:** There is no course book for this paper.

**Lecture slides:** All lecture slides will be available via CANVAS just before class (i.e. after the weekly tests).

**Lecture recordings:** Classes are **not** recorded because of the interactive nature of our classes, the team work that occurs within them and because we want to prepare you to be work-ready (e.g. regular attendance, note-taking, active participation, time management, team work). We have asked our industry partners if they record their client business meetings and none of them do, staff are expected to be present at meetings, in person.

**CANVAS:** CANVAS will be used to communicate important information and distribute lecture slides and other useful material. Please note that these lecture slides form the framework of the classes and do not replace classes, where more material may be presented and where you have the opportunity to engage with the content. Please check CANVAS at least every Monday and Thursday.

**Marketing subject guide:**

<http://www.library.auckland.ac.nz/subject-guides/bus/subjects/marketing.htm>

**Other Resources:** The library and its associated databases hold many marketing textbooks and business journals that may help you in this course. Magazines, such as NZ Marketing Magazine and AdWeek will also provide you with relevant up to date New Zealand examples of marketing practice.

Marketing Subject Librarian

**Justene McNeice**

Email: [j.mcneice@auckland.ac.nz](mailto:j.mcneice@auckland.ac.nz)

Room M25, Level M

General Library

Phone: 373 7599 ext 84668

## Assessment Overview

The assessments in this course consist of nine weekly tests, two application tests and a team project. All tests are individual tests.

Application test 1	30%
Application test 2	35%
Team project	35%
	<hr/>
	<b>100%</b>

Learning outcome	Optional tests	Application tests	Team project
1	X	X	X
2	X	X	X
3	X	X	X
4	X	X	X
5	X	X	X
6	X	X	X
7		X	X
8		X	X

## Assessment Details

**Six optional tests** will be administered online and they will be open for multiple days to allow some flexibility in sitting the test. These optional tests consist of multi-choice questions, which relate to the corresponding textbook chapter(s) for that week. Some of these questions may form a component of the application tests later on during the semester. See the Course Schedule (above) for when weekly tests take place and which chapter(s) you will need to read for each test. Chapters are based on the 4<sup>th</sup> edition of the textbook. **Please note that these tests DO NOT contribute to your final grade. We will provide more details about these tests in the first class.**

**Two Application Tests (worth 30% and 35% each).** Two application tests will be administered in weeks 5 and 9. We will provide more details about the Application Tests in the first few weeks of the course.

**If you cannot attend the Application tests** please submit an aegrotat/compassionate pass form (see the University Calendar/Examination Regulations for the relevant procedures). Links to the AEGROTAT/COMPASSIONATE information page: <http://www.auckland.ac.nz/uoa/cs-aegrotat-and-compassionate-consideration>

Be aware that you have to apply within 7 days after the test/exam. Note: Acceptable reasons for missing tests/exams include documented illness of yourself or your dependent(s), incarceration and bereavement. Reasons such as going on vacation, sporting or work commitments, or getting the date and/or time of test wrong etc. are not acceptable. If you are disabled or have other difficulties necessitating special accommodation for the test/exam (e.g. a longer test time, or a separate testing room), please advise the Course Coordinator as soon as possible.

### **Team Project (worth 35%) see instructions on Assignment sheet**

In your teams, you will need to prepare a short presentation and a two-page summary document to address the marketing communication issues outlined in the **client briefing**. You will need to provide implementable advertising and promotion solutions that the client should consider. The client will judge the finalist teams in week 12 and award the winning team a prize. We will provide more details about the Team Project in the first few weeks of the course.

**If you are submitting your team project late,** please consult the Marketing Department undergraduate protocol (page 7) to determine the likely impact on your grade.

## Student feedback

We continually improve MKTG306. Three important mechanisms for this are your feedback:

- directly to one of the members of the teaching team
- through the course and lecturer evaluations at the end of this course
- on-going feedback through your class representatives

We cannot promise that we can implement each student's wishes with regard to MKTG306. What we CAN promise is that we will consider each reasonable request and weigh it up against our aims and experience in running this course.

**DEPARTMENT OF MARKETING UNDERGRADUATE PROTOCOL**

We, the Marketing Department, regard our relationship with students as very important. This is why we have written this protocol which describes the key policies and practices that will help you to have a clear understanding of what you can expect from your lecturer and what the lecturer can expect from you. In respect to this, our overriding principles are consistency and fairness in terms of how each student is treated.

**Expected workload for students**

Most undergraduate courses are worth 15 points. The University considers that a standard semester course of 15 points should represent 150 hours of study. Split across 15 weeks (12 weeks in the semester, 2 weeks in the mid-semester break, plus 1 week for exam preparation), this means that the average workload per course is around 10 hours per week. A typical weekly workload for a student in a course may look like this: 2 hours of reading/preparing for classes plus 3 hours of class contact time. This leaves 5 hours each week for: preparing for/working on assessments, sitting out of class assessments, team work, administrative time (e.g. Canvas, turnitin.com), etc.

Full-time students generally take four courses per semester which would result in approximately 40 hours of study-related workload each week. This workload will vary across weeks with some weeks requiring more time (e.g. weeks 6 and 12).

Consider your workload carefully before contemplating extracurricular activities, such as part-time work. Lastly, prevent bottlenecks (and stress and lost marks) by planning ahead at the start of the semester.

**Communication**

Course-Coordinators, Lecturers and Tutors will always aim to communicate with you in a timely and efficient manner. The main venue where the course information will be provided are lectures and tutorials. Additionally, the main information related to the course, such as deadlines for your assignments, can be found in the Course Outline. Some Course Outlines may be provided electronically while others are available in hardcopy.

We also use CANVAS software to help students keep track of their own progress, e.g. allowing students to check their own marks on the web. Some marketing lecturers may also use CANVAS software to:

- ▶ Provide students with unrestricted access to course materials (lecture notes, case studies and reference materials). Students will be able to access these materials anytime and anywhere via the Internet.
- ▶ Keep students informed with changes to the schedule, upcoming events, and opportunities for part time marketing jobs or social events.

Please note that the information posted on CANVAS does not fully cover information given in lectures. Therefore, if you miss a class, you should ask other students whether you have missed any important announcements (or materials). It is your responsibility to monitor, read, and keep up to date on all course communications.

The email address you have listed in CANVAS must be one that you use and check most frequently. This is the address to which your course lecturers will send any important messages and updates. Your current mailing address and other contact details must always be kept up to date on Student Services Online, the University's online enrolment and student administration system. You can update your personal details by logging on to Student Services Online and then clicking on "Update your details".

**Grading**

This is the distribution that students are graded on for undergraduate courses in the Department of Marketing:

GRADE	DESCRIPTION	%
A+	Outstanding	90-100
A	Excellent	85-89
A-	Approaching Excellence	80-84
B+	Very good, comfortably meeting expectations	75-79
B	Good, meets expectations	70-74
B-	Good, just meets expectations but minor problems	65-69
C+	Adequate, almost meeting expectations but minor problems	60-64
C	Adequate, not quite meeting expectations because of problems	55-59
C-	Just adequate, not quite meeting expectations because of further problems	50-54
D+	Inadequate, further problems and below expectations	45-49
D	Inadequate, well below expectations because of major problems	40-44
D-	Completely inadequate, well below expectations because of major problems	0-39

Please note: The grade scales are indicative only. Scaling may be applied.

### **Assignments**

Please note that group and individual assignment weightings can NOT be transferred to the final exam/assessment.

When handing in your assignments, please use the appropriate cover sheet, and please use your official name, as is currently used in University records. You will have considerable advance notice about the date that assignments are due. Therefore, you must plan your work to give yourself leeway so unforeseen events such as computer problems or losing an assignment do not prevent you from handing the assignment in on time. Unacceptable reasons for a late assignment also include being overseas or other work or sporting commitments. Acceptable reasons for handing a late assignment might be a longer period of illness prior to the deadline, unexpected incarceration or bereavement. However, in these circumstances you will be required to provide suitable documentation as evidence (e.g. a certificate from the campus Health Centre), as early as possible, but no later than the assignment due date.

Students will be penalised for handing in assignments after the due date. Below is a list of penalties that can be expected:

- 1 day late 10% off grade achieved by student
- 2 days late 20% off grade achieved by student
- 3 days late 30% off grade achieved by student
- 4 days late 40% off grade achieved by student
- 5 days late 50% off grade achieved by student

Note: Assignments handed in five minutes past the deadline are considered one day late. If an assignment is due in on a Friday, then an assignment submitted on Monday is considered to be three days late. Assignments handed in later than five days after the deadline will not be graded. Although these penalties may seem harsh, their purpose is to prepare you for the expectations your employer will have of you (i.e. planning your time efficiently, and meeting deadlines) while maintaining fair and equitable treatment of all students.

For group assignments, all members of the group will be awarded the same group assignment mark, unless the course coordinator is informed of group issues that may have adversely affected the group work. Such issues must be brought to the attention of the course co-ordinator before the assignment due date.

In group assignments where peer assessment is used, students not contributing equally to the group effort may be penalised. Therefore students should inform their team mates, and the teaching staff, if they are unable to contribute equitably to the group assignment at any point. Once again, suitable

documentation must be given to the course co-ordinator as early as possible, but no later than the assignment due date.

### **Grading of Assessments**

Students can expect all mid-semester tests and assignments to be graded and returned in tutorials within two weeks (unless otherwise specified by lecturer). Your grades will be viewable on CANVAS as soon as they are available. Always remember to compare your grades on CANVAS with the grades that are written on your test or assignments, and report any discrepancies to your lecturer or tutor without delay.

### **Importance of Mid-Semester Tests and the Final Exam**

Mid-semester tests provide an opportunity for students to test their individual knowledge under controlled conditions, and also allow students to practice for the final exam. The final exam is an integral part of each paper and accounts for a large percentage of your final grade. Failing the final exam may make it very difficult to pass a paper.

It is the student's responsibility to be aware of the location, time, and date of their mid-semester tests and final exams. Students who miss mid-semester tests or final exams because of ill health or bereavement reasons may apply for an aegrotat or for compassionate consideration (see the University Calendar/Examination Regulations for the relevant procedures). Be aware that you have to apply within 7 days after the test/exam.

Note: Acceptable reasons for missing tests/exams include documented illness of yourself or your dependent(s), incarceration and bereavement. Reasons such as going on vacation, sporting or work commitments, or getting the date and/or time of test wrong etc. are not acceptable. If you are disabled or have other difficulties necessitating special accommodation for the test/exam (e.g. a longer test time, or a separate testing room), please advise the Course Coordinator as soon as possible.

### **Class Representatives**

The Marketing Department values the role of class representatives and encourages students to act in this capacity. Students are encouraged to talk to class representatives about the course. Lecturers really appreciate the class representatives' feedback. This channel is used as an opportunity to make improvements to the course. There are two formal class representative meetings during a semester. During these meetings, class representatives have the opportunity to talk to the lecturers and the undergraduate co-ordinator about the overall evaluation of the course, and provide ideas and suggestions.

### **Disputes**

If you have a problem with any Marketing course, first approach your lecturer or course co-ordinator. If you are uncomfortable approaching your course co-ordinator then please contact the Marketing Department's undergraduate co-ordinators.

Students who wish to query their final exam and/or final grade must do so through the appropriate channels (for the procedure see the University Calendar/Examination Regulations). You can apply only for a recount (not a remark) of your exam. Please do not contact your lecturers directly because they will not be able to give out any information on final exam marks.



## **Attachment:**

### **COPYRIGHT WARNING NOTICE**

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### **CHEATING AND PLAGIARISM**

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

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/](http://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](http://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](http://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](http://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.