



## UNSW Course Outline

# MARK2053 Marketing Communications and Promotions Management - 2024

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## General Course Information

**Course Code :** MARK2053

**Year :** 2024

**Term :** Term 2

**Teaching Period :** T2

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Marketing

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Undergraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

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.

## **Course Aims**

The aim is to offer insights into the various decisions and principles that marketing managers must 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. An integrated approach is adopted, including an understanding of the role of media advertising, promotions, public relations, direct marketing and interactive media. The course builds on knowledge of consumer behaviour and the analytical skills of marketing research.

The course builds on knowledge of consumer behaviour and the analytical skills of marketing research. This is a level two course, as such it is assumed all students have successfully completed the introductory marketing course, MARK1012/2012 (Marketing Fundamentals). Ideally, you should have studied MARK2051 (Consumer Behaviour) and MARK2052 (Marketing Research) before embarking on this course. You are assumed to have successfully completed the prerequisite course.



# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : 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.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL03 : Business Communication</li> </ul>
CLO2 : Demonstrate a solid grounding in the principles of marketing communications and promotions management.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL02 : Problem Solving</li> <li>• PL03 : Business Communication</li> <li>• PL04 : Teamwork</li> </ul>
CLO3 : 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"> <li>• PL01 : Business Knowledge</li> <li>• PL02 : Problem Solving</li> <li>• PL03 : Business Communication</li> </ul>
CLO4 : Analyse specific marketing communications problems, and devise sound and practical solutions to these problems.	<ul style="list-style-type: none"> <li>• PL02 : Problem Solving</li> <li>• PL05 : Responsible Business Practice</li> </ul>
CLO5 : Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner.	<ul style="list-style-type: none"> <li>• PL02 : Problem Solving</li> <li>• PL03 : Business Communication</li> <li>• PL04 : Teamwork</li> </ul>
CLO6 : Develop analytical and creative skills necessary to prepare a marketing communications plan.	<ul style="list-style-type: none"> <li>• PL01 : Business Knowledge</li> <li>• PL02 : Problem Solving</li> </ul>
CLO7 : Critically analyse the issues and controversies in the field of marketing communications.	<ul style="list-style-type: none"> <li>• PL02 : Problem Solving</li> </ul>
CLO8 : Communicate ideas in a succinct and clear manner.	<ul style="list-style-type: none"> <li>• PL03 : Business Communication</li> </ul>



Course Learning Outcomes	Assessment Item
CLO1 : 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.	<ul style="list-style-type: none"> <li>• Presentations</li> <li>• Advertising Forums</li> </ul>
CLO2 : Demonstrate a solid grounding in the principles of marketing communications and promotions management.	<ul style="list-style-type: none"> <li>• Campaign Plan</li> <li>• Group project</li> <li>• Presentations</li> </ul>
CLO3 : 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"> <li>• Campaign Plan</li> <li>• Group project</li> <li>• Presentations</li> </ul>
CLO4 : Analyse specific marketing communications problems, and devise sound and practical solutions to these problems.	<ul style="list-style-type: none"> <li>• Campaign Plan</li> <li>• Group project</li> </ul>
CLO5 : Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner.	<ul style="list-style-type: none"> <li>• Group project</li> </ul>
CLO6 : Develop analytical and creative skills necessary to prepare a marketing communications plan.	<ul style="list-style-type: none"> <li>• Campaign Plan</li> <li>• Group project</li> </ul>
CLO7 : Critically analyse the issues and controversies in the field of marketing communications.	<ul style="list-style-type: none"> <li>• Advertising Forums</li> </ul>
CLO8 : Communicate ideas in a succinct and clear manner.	<ul style="list-style-type: none"> <li>• Advertising Forums</li> <li>• Presentations</li> <li>• Campaign Plan</li> <li>• Group project</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System



# Assessments

## Assessment Structure

Assessment Item	Weight	Relevant Dates
Campaign Plan Assessment Format: Individual	30%	
Presentations Assessment Format: Individual	20%	
Advertising Forums Assessment Format: Individual	20%	
Group project Assessment Format: Group	30%	

## Assessment Details

### Campaign Plan

#### Assessment Overview

Students are expected to conduct research by gathering critical information, and then present a comprehensive campaign plan using written communications skills. This assessment requires the use of critical problem solving and business knowledge (information gathering) skills.

Assesses: PLO1, PLO2, PLO3

#### Course Learning Outcomes

- CL02 : Demonstrate a solid grounding in the principles of marketing communications and promotions management.
- CL03 : Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.
- CL04 : Analyse specific marketing communications problems, and devise sound and practical solutions to these problems.
- CL06 : Develop analytical and creative skills necessary to prepare a marketing communications plan.
- CL08 : Communicate ideas in a succinct and clear manner.

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.



# **Presentations**

## **Assessment Overview**

Students are expected to conduct research and include relevant information, as well as provide critical analysis and engage in both oral and written communications skills in the presentation of their portion of the group project. They will have to engage in critical problem-solving skills by supporting decisions and recommendations on advertising strategy and respond to questions provided by the lecturer and class.

Assesses: PLO1, PLO2, PLO3, PLO4

## **Course Learning Outcomes**

- CLO1 : 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.
- CLO2 : Demonstrate a solid grounding in the principles of marketing communications and promotions management.
- CLO3 : Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.
- CLO8 : Communicate ideas in a succinct and clear manner.

## **Assignment submission Turnitin type**

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

# **Advertising Forums**

## **Assessment Overview**

Students are expected to gather, evaluate, and critique information on current advertising campaigns in the marketplace. This task will require students to use evidence and conceptual frameworks to provide critical analysis, information and knowledge gathering, and critical problem solving skills. Students will also utilize written communication skills when presenting their findings.

Assesses: PLO1, PLO3, PLO5, PLO6

## **Course Learning Outcomes**

- CLO1 : 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.
- CLO7 : Critically analyse the issues and controversies in the field of marketing



communications.

- CLO8 : Communicate ideas in a succinct and clear manner.

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## **Group project**

#### Assessment Overview

Working in a team, students will integrate their individual aspects of the campaign plan into a comprehensive overall marketing communications strategy. Using written communication skills, students will present their overall campaign recommendations and will be assessing on how well they applied conceptual frameworks, understood the problem/opportunity, and addressed this through a comprehensive strategic plan of action for the client/firm.

Assesses: PLO1, PLO2, PLO3, PLO4, PLO5, PLO6

#### Course Learning Outcomes

- CLO2 : Demonstrate a solid grounding in the principles of marketing communications and promotions management.
- CLO3 : Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.
- CLO4 : Analyse specific marketing communications problems, and devise sound and practical solutions to these problems.
- CLO5 : Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner.
- CLO6 : Develop analytical and creative skills necessary to prepare a marketing communications plan.
- CLO8 : Communicate ideas in a succinct and clear manner.

#### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## **General Assessment Information**

#### Grading Basis

Standard



# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 0 : 20 May - 26 May	Online Activity	Familiarize yourself with all the materials and resources on Moodle
Week 1 : 27 May - 2 June	Lecture	What is IMC and what is its role in the Marketing Process? Reading: Chapter 1 and 2 (Belch text)
Week 2 : 3 June - 9 June	Lecture	Examining the Brief: Establishing Objectives and Budgeting for the Promotional Program Reading: Chapter 7 (Belch text)
Week 3 : 10 June - 16 June	Lecture	How do we develop an IMC Program? * Creative Strategy Reading: Chapter 8 and 9 (Belch text)
Week 4 : 17 June - 23 June	Lecture	What channels do we use in our Campaign? * Media Planning and Strategy * Evaluation of Media Reading: Chapter 10 and 11 (Belch text)
Week 5 : 24 June - 30 June	Lecture	What is the role of Digital in our Campaign Plan? * Digital and Social Media * PR, Publicity and Corporate Advertising Reading: Chapter 15 (Belch text)
Week 6 : 1 July - 7 July	Activity	NO LECTURE (Flexi-week) Site Visits Team meetings/work sessions
Week 7 : 8 July - 14 July	Lecture	Measuring Effectiveness of Promotional Program Reading: Chapter 18 (Belch text)
Week 8 : 15 July - 21 July	Lecture	Use of Media Agencies and Support Media * Ad agencies * Media Companies Reading: Chapter 3 and 13 (Belch text)
Week 9 : 22 July - 28 July	Activity	Project Overview  Team consultations Q&A on project. Progress checks
Week 10 : 29 July - 4 August	Lecture	International Advertising and Promotion Reading: Chapter 19 (Belch text)
Week 11 : 5 August - 11 August	Activity	The top student projects will be selected to be presented to our client. TBD headquarters of client, Sydney.

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## General Schedule Information

Lectures will be held online from week 1-5, 7-10 from 11am - 1pm, on Mondays starting May 27, 2024. Notes from lectures will be available on Moodle. Recordings of lectures will also be made available. Students are highly encouraged to attend.

Tutorials will be held in person and are mandatory, held on Tues, Thurs and Friday afternoon and



early evenings. Students will be working in teams on their projects throughout the term, so attendance is necessary. Please refer to Tutorial Schedule on Moodle.

# Course Resources

## Prescribed Resources

(A) Text (Recommended):

Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, 12e

This textbook is available from the University Bookshop in hardcopy. However, if you are interested in only renting or obtaining a softcopy of this textbook, please see University Bookshop website for details:

Advertising & Promotion An Integrated Marketing Communications Perspective ISE 12e

<https://www.bookshop.unsw.edu.au/details.cgi?ITEMNO=9781260570991&13593298>

E-book can also be supplied digital:

<https://unswbookshop.vitalsource.com/products/-v9781260590210>

(B) Moodle site:

This course will have a Moodle site. You can access this at:

<https://moodle.telt.unsw.edu.au/login/index.php>

If you have not used Moodle before, you should go to: <http://teaching.unsw.edu.au/moodle>

Moodle is a critical resource for the course and will be used as follows:

- All lecture notes will be posted under the 'Lectures' icon on or before the actual lecture
- Any course materials (e.g., web links, project guides, peer evaluations forms, etc.) will be posted under appropriate icons.
- Any course announcements will be made on the discussions/announcements section. Please check this regularly.



- Any readings, course materials relevant to assignments and preparation for lectures and tutorials
- The discussion/communication tools of Moodle can also be used by students to communicate with other class members (note that the authors of all messages will identified), as well as with the lecturer outside of office hours.
- Links to useful web sites will also be posted on the course Home Page.

Note that the Discussion Board on Moodle is not to be relied upon as a means of communicating with the lecturer/tutor regarding personal matters or issues relating to a student in particular (email should be used), but rather for general enquiries dealing with course materials, assessments, etc.

NOTE : Students in doing their project should utilize the UNSW Library information/subject guides, e-journals, databases etc. I STRONGLY suggest students talk with reference librarians about the research tools through the library website, as increased usage of these valuable resources leads to much better marks in the final team project.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Lecturer	Gary Gregory		Quad3023a		by appointment	Yes	Yes

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

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



- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

## STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams.



Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.



## LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## Faculty-specific Information

### PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).



## COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

## 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.

## TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.