

School of Marketing and International Business

MARK301
INTEGRATED MARKETING COMMUNICATIONS

Trimester 1, 2013

COURSE OUTLINE

Names and Contact Details

Course Coordinator/Lecturer: Dr Michelle Renton
Office: RH 1109, Rutherford House
Phone: 04 463 9992
E-mail: michelle.renton@vuw.ac.nz
Office Hours: Monday and Thursday 9.30 -10.30 am (or by appointment).

Course Administrator: Helen Hynes
Office: RH 1130, Rutherford House
Phone: 04 463 5529
Email: helen.hynes@vuw.ac.nz
Please contact Helen for questions related to tutorial allocations, or handing in assignments. All extension requests should be made via the course lecturer.

Tutor Contact Details

Contact details for all tutors will be available on Blackboard.

Trimester Dates

Teaching Period: Monday 4 March – Friday 7 June
Study Period: Monday 10 June – Thursday 13 June
Examination Period: Friday 14 June – Wednesday 3 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2013.
2. The standard last date for withdrawal from this course is Friday 17 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures take place twice a week on **Monday and Thursday 8.30 - 9.20am**. All lectures will take place in **RH LT1**.

Tutorial Registration

Tutorials begin in week 3, commencing Monday 18th March. Sign-up will be through the S-cubed tutorial registration system available through Blackboard.

S-cubed will open at 12.30pm, Monday 4th March 2013 and close 9.30am Friday 8th March 2013. Confirmed tutorial times will be posted on Blackboard prior to tutorials beginning in week 3.

Course Delivery

MARK 301 consists of a combination of lectures and tutorials. There will be a total of 23 x 50 minute lectures plus 6 x 50 minute tutorials. The purpose of the tutorials is to practically apply the material learnt in lectures.

Group Work

The written component of Assignment #2 is group work. For more details please see the assessment section of this outline.

Expected Workload

MARK 301 is a 15-point course. In keeping with this, students should plan to allocate roughly **10 hours** of study per week, over the 15-week trimester for MARK 301. This time includes time preparing for and attending lectures and tutorials, preparing assignments and studying for the final examination.

It is vital that you come to all lectures and tutorials. This will enable you to achieve the objectives for the course on an individual level and also help promote an effective learning environment for the course group as a whole. While lecture notes will be available on the course website, these cannot be used as a substitute for coming to lectures or tutorials. The lecture notes are only to provide a framework of the lectures.

Course Learning Objectives

By the end of this course, students should be able to achieve the following objectives:

1. Explain the place of Integrated Marketing Communications in the overall strategy of a business.
2. Explain how effective marketing communications and brand management contributes to business value.
3. Describe the communication process, including the communications mix, and explain the objectives that marketing communications efforts attempt to accomplish.
4. Summarise the impact of consumer diversity and the importance of targeting marketing communications to specific consumer groups, both within the context of New Zealand society and internationally.
5. Explain the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice.
6. Design and execute an Integrated Marketing Communications plan.

Course Content

MARK 301 uses an integrated marketing communications perspective to examine the range of communications tools and options available for marketers, including the communications mix as well as traditional and emerging media. It focuses on planning, integrating and delivering marketing communications to build equity for brands.

The course schedule; the assigned weekly readings, (see page 4), and the assigned textbook (see page 3) are provided on these pages.

Please note that the course schedule and content may be subjected to minor modifications as the trimester progresses. Should this happen, announcements will be made via Blackboard or at the lectures.

Readings

The prescribed text for the course is:

Chitty, W., Barker, N. & Shimp, T. (2012). *Integrated Marketing Communications: 3rd Asia Pacific Edition*. Australia: Cengage Learning.

It is expected that reading of relevant chapters of the text, as on the course outline, will be done prior to commencement of the week's lectures for which the reading relates. The course will be drawing on a number of sources and texts. Additional materials such as case studies and readings will be made available to course participants during the course. Copies of the course text have been deposited in the Commerce Library. However, students are strongly advised to purchase the course text.

Materials and Equipment

No additional materials or equipment are necessary for this class or the final examination.

Assessment

MARK 301 is assessed by an external examination (50%) and internal work (50%). The assessment is structured as follows:

	Due Date	Value	Objectives Assessed
Assignment #1: Individual Essay	2pm, Wed 10 April	25%	1, 2, 3, 4
Assignment #2: IMC Plan Group Written Plan	2pm, Mon 20 May	15%	1,2, 4, 5, 6
Presentations (Individual)	Tutorial Weeks 10 &11	10%	
Final Examination	Exam Period	50%	1, 2,3,4, 5, 6



Course Schedule				
Week	Starting	Lecture topic	Readings	Tutorial (Key Activity)
1	4 Mar	<ul style="list-style-type: none"> Course overview, IMC / Brand Equity 	1	No tutorial
2	11 Mar	<ul style="list-style-type: none"> Communications Persuasion 	2 3	No tutorial
3	18 Mar	<ul style="list-style-type: none"> Segmentation, targeting Brand positioning 	4	Tutorial one: Student presentation (1 minute), introduction of the IMC project, groups and topics finalised
4	25 Mar	<ul style="list-style-type: none"> Advertising Mgmt No Lecture Thursday 28 March 	5	No tutorial (Easter break)
5	1 Apr	<ul style="list-style-type: none"> No Lecture Monday 1 April Thursday 4 April - Guest Lecturer; Brendan McElroy - Clemenger BBDO*** 	6	No tutorial (Easter break)
6	8 Apr	<ul style="list-style-type: none"> Advertising strategy and implementation Broadcast media Strategy 	6 7	Tutorial two: IMC plan section one (Background) Assignment #1 (Individual essay) DUE: 2pm, 10 April, 2013, Assignment Box, Rutherford House (Mezzanine)
7	15 Apr	<ul style="list-style-type: none"> April 15 Guest Lecturer; Joanna O'Connor – Localist*** Digital media 	9	Tutorial three: IMC plan section two (Creative and media decisions)
Mid trimester Break 22 – 26 April				
8	29 Apr	<ul style="list-style-type: none"> Print and Support Media Strategy Guest Lecturer; Grant Maxwell - MEC*** 	8	Tutorial four: IMC plan section three (Evaluation)
9	6 May	<ul style="list-style-type: none"> Media Planning Campaign Evaluation 	10 15	Tutorial five: Group work
10	13 May	<ul style="list-style-type: none"> Direct Marketing Sales Promotion 	11 12	Tutorial six: Student presentations (Background and creative)
11	20 May	<ul style="list-style-type: none"> Mon 20 - no lecture Marketing PR /Sponsorship 	13	Tutorial seven: Student presentations (Media and evaluation) Assignment #2 (Group written IMC plan) DUE: 2pm, 20-May, 2013, Assignment Box, Rutherford House (Mezzanine)
12	27 May	<ul style="list-style-type: none"> Personal Selling Small bus Mktg comms** 	14	No tutorial
13	3 June	<ul style="list-style-type: none"> No Lecture Mon 3 June (Queens birthday) Thurs 6 June - Course wrap up and Exam prep. 		No tutorial

***Subject to confirmation and availability of guest lecturer.

Assignment #1: Individual Essay

The essay topics and more specific information for this assignment will be handed out in the second lecture of week two. One is to be selected from the choice of topics given. **Word limit: 3,000 words maximum.**

Assignment #2: Integrated Marketing Communications Plan (IMC Plan)

Group: Written IMC Plan
Individual: Presentations (Tutorials Week 10& 11)

The assignment has two main components, a written IMC Plan, and two 10-15 minute powerpoint (or other) presentations.

Groups of a maximum four students are to be formed during the tutorial in week 3. Students who are not present on that day will be randomly assigned to groups. Each group member is expected to contribute equally to the project.

The presentations are mandatory, every student enrolled in Mark 301 is expected to present in their registered tutorial in either week 9 or week 10. Presentations will be assessed based on individual performance.

The written IMC Plan will be assessed as group work. Detailed information about this assignment will be provided in a separate handout (Major Project Brief) by Week 3. **Word limit: 4,000 words maximum.**

Handing in and return of assignments

Assignments #1 and #2 are to be submitted into the MARK 301 Assignment Box No. 1, Mezzanine Floor, Rutherford House by due date. Assignments handed in late must be date stamped and signed-in by the 11th floor reception staff. **DO NOT** slide them under doors or put them into the box after the due date.

Assignments will usually be handed back during the tutorial / lecture on the scheduled return date (see Blackboard for details). Uncollected assignments will be held in the SMIB office for three months following the end of term, and disposed of after that time.

You are also required to submit an electronic copy of your assignment via Turnitin on blackboard before the submission deadline (specific instructions will be given in class).

Penalties

The following penalties apply in MARK 301:

- Late assignments: Assignments received after the deadline will have **10% deducted from the available grade, per day**. For example, an assignment that is two days late will lose 20% of the available grade (i.e. a 78% becomes a 58%). However, assignments received 7 days after the due date will not be marked. Consequently, this may jeopardise your ability to pass the course.
- Extensions: Extensions will be granted only in exceptional circumstances (e.g. illness with supporting medical documents stating the nature and length of impairment, provincial or national representative activities with supporting documents) by the MARK 301 Course Coordinator. Tutors are **not** authorised to grant extensions. **Only** the Course Coordinator should be approached. Extensions need to be arranged **before** the due date.

- **Word Count:** Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **5% for every 10% words over the limit**. In other words, if the word limit is set at 2,500 words, a 5% penalty will be applied for every 250 words over the limit.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and submitted to Turnitin. A copy of submitted materials will be retained on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period:

14 June – 3 July

Mandatory Course Requirements

In addition to obtaining an overall course mark of 50% or better, students must:

1. Submit both assignments as outlined in the assessment section.
2. Take part in the delivery of one 10-15 minute presentation.
3. Obtain a minimum mark of 40% in the final examination.

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the course coordinator and the class. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

Communication of Additional Information

Additional University information is available on the MARK 301 Blackboard site. Additional information specific to MARK 301 will be communicated in class or on the MARK 301 Blackboard site. Please check Blackboard regularly.

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
