

School of Marketing and International Business

MARK 301 MARKETING COMMUNICATIONS

Trimester One 2007

COURSE OUTLINE

Contact Details

The Course Coordinator for MARK 301 is:

Dr Janet Carruthers
Senior Lecturer in Marketing

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URL: <http://www.vuw.ac.nz/smib>

Office Hours: The Course Coordinator will be available in RH1119 (Rutherford House) on **Thursday's 10-12**, commencing Week 2. If you wish to see me outside of these hours please make an appointment.

Class Times and Room Numbers

Lectures take place twice a week on **Tuesday's 2.30 - 4.30** and **Thursday's 3.30 - 4.30** all lectures will take place in **Lecture Theatre 2** Rutherford House.

Tutorials

Six x weekly one-hour tutorials commence **Week 3**. Tutorials will take place during weeks 3, 4, 6, 7, 8 and 9. Students will be asked to complete a tutorial time preference slip during the first week of lectures. In order to ensure a balanced number in every tutorial, there will be a finite allocation of spaces to each tutorial. The tutorial groups and rooms will be posted on Blackboard by the end of Week 2. The tutorials that take place on weeks 4 and 8 are set aside for you to talk to your tutor about the assignments. The tutorials that take place during weeks 3, 6, 7 and 9 are set aside for case analysis. The cases will be issued week 2 of the course.

Final examination 50%

This final examination will be closed book and three hours in duration.

Course Objectives

By the end of this course, students should have a good working knowledge of the range of communications tools and options available for marketers within an integrated marketing communications perspective. Students should be able to apply information they have covered in order to plan, integrate and deliver marketing communications that build equity for brands.

Specific Objectives

On completion of MARK 301, course participants should be able to:

1. Explain how effective marketing communications and brand management influences brand image and enhances brand equity
2. Analyse the communication process and understand the objectives that marketing communications efforts attempt to accomplish
3. Review the fundamentals of buyer behaviour and explain how these are integrated into the planning and execution of marketing communications
4. Appreciate the impact of consumer diversity and the importance of targeting marketing communications to specific consumer groups, both within the contexts of New Zealand society and international marketing
5. Describe the different components of the communications mix and understand how the mix interacts
6. Develop an Integrated Communications Plan
7. Understand the place of integrated marketing communications in the overall strategy of a business
8. Measure the effectiveness of a communications program
9. Understand how a brand may be considered and evaluated as part of a company's equity and asset base
10. Explain perspectives concerning the social, ethical and economic aspects of marketing communications and the role of regulation in governing communications practice

Course Content

Course Schedule 2007

Date	Lecture theme	Topics covered	Chapters
Week 1	Introduction	Introduction to the course and course work ----- Introduction to integrated marketing communications Evolution of IMC The IMC planning process	1,2,3
Week 2	Theories of communication	The communication process Source, message and channel factors	5,6
Week 3	Creative strategy	Planning, development, implementation and evaluation	8,9,10
Week 3	TUTORIAL (1)	Case Study: Benetton Group. The evolution of a communication strategy	See handout
Week 4	Print media	Magazines and newspapers	12
Week 4	TUTORIAL (2)	Assignment Drop-in session	
Week 5	Broadcast media	Television & Radio	11
Week 6	Consumer Behaviour	The decision making process	4
Week 6	Assignment Due	Assignment One - Friday 6th April by 12 noon	
Week 6	TUTORIAL (3)	Case Study: Pearl and Dean Assignment Two: One page proposal due at the tutorial Assignment One - due Friday 6th by 12 noon	See handout

Week 7	Support media	Outdoor advertising Promotional products marketing Non traditional media	13
Week 7	TUTORIAL (4)	Case Study: Brand repositioning of Mc Donald's New Zealand in response to changes in the marketing environment	See handout
Week 8	Direct marketing	As a marketing communications technique Media and tools Database marketing Relationship marketing	14
Week 8	TUTORIAL (5)	Assignment Drop-in session	
Week 9	Social marketing campaigns	Target audiences in social marketing Brand positioning in social marketing	Handout In lecture
Week 9	TUTORIAL (6)	Case Study: Using advertising to fight the War on Drugs – the power of social marketing or a waste of money?	See handout
Week 10	Sales Promotions	The growing importance of sales promotion Objectives and target groups Consumer promotions	16
Week 11	Twenty first century marketing communications	New media Social change	21
Week 11	Assignment Due	Assignment Two – Friday 25th May by 12 noon	
Week 12	Exam Preparation	Revision	

Expected Workload

In addition to classroom hours (lectures and tutorials) you should expect to spend about **10-12 hours per week** in reading, tutorial preparation, assignments and thinking about the course material. It is vital that you come to all course lectures and tutorials prepared. 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.

Readings

The prescribed text for the course is:

Title: Advertising and Promotion: An Integrated Marketing Communications Perspective,
(6th ed)

Authors: Belch, G.E. and Belch, M.A

Publishers: Irwin, Boston

Price: \$119.95 (at Victoria Book Centre)

Purchase points: The course text is available for purchase at VUBC, at either the Kelburn or Pipitea campus. Additional materials such as case studies, readings etc will be made available to course participants during the course. 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.

Assessment Requirements

The final grade will be determined 50% on internal assessment and 50% on the final examination. The four items of assessment are listed below, with their weightings and due dates.

An assignment not submitted by the due date will lose marks at the rate of **10% per day** unless written permission for an extension has been obtained **in advance** from the Course Coordinator.

Assignments are **signed in** at Reception, Level 11 Rutherford House by **12 noon** on the day they are due.

1. Assignment 1: Essay 15%

(2500 words max)

Due: 12 noon Friday 6th April 2007 (week 6)

The essay topics for this assignment will be handed out in the week 2 lecture. One is to be selected from the choice of topics given.

2. Assignment 2: Integrated Marketing Communications Plan 25%

(3500-4000 words max)

Due: 12 noon Friday 25th May 2007 (week 11)

3. Tutorial Participation

10%

Tutorial student's contribution and participation will be evaluated and recorded at the end of each tutorial by tutors. These marks and comments will be submitted to the MARK 301 Course Coordinator at completion of the final tutorial. An overall tutorial mark will be awarded. The criteria on which evaluation is made consists of: attendance, ability to listen well, enthusiasm and contribution to discussion, demonstrated ability to link the case and exercise topics to concepts covered in lectures, presentations to the tutorial group as required and evidence of pre-tutorial preparation and analysis of set tutorial topics.

The tutorials where your performance will be evaluated by your tutor will take place on during weeks 3, 4, 6 and 9.

4. Final examination

50%

This final examination will be closed book and three hours in duration and take place during the examination period.

To pass this course you must achieve 50% of total marks and at least 40% of marks in the final examination.

Penalties

The following penalties apply in MARK 301:

1. Late Penalty: In fairness to other students, work submitted after the deadline will incur a penalty for lateness. Late assignments will carry a penalty of **5% for each day late**. In the event of unusual circumstance e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the course lecturer.
2. Word Count: Clear word count limits are stated for these assignments. Failure to adhere to these limits will incur a penalty of **2.5% for each 500 words over the limit**.

Mandatory Course Requirements

To obtain terms in MARK 301, students must:

1. Attend at three out of the four tutorials that are set aside for examining specific case studies as outlined in the course schedule
2. Submit both assignments on time as outlined in the assessment section

Failure to meet terms requirements will mean that you will receive an ungraded "Fail" for the course, whether or not you choose to sit the final examination.

The overall pass mark for this course will be 50% of the total marks i.e. 50/100.

The must achieve a minimum grade of 40% in the examination.

Communication of Additional Information

All important information regarding the course will be posted on the **MARK 301 Blackboard website** (www.blackboard.scs.vuw.ac.nz). Summary lecture notes will be available on Blackboard. These lecture notes will provide a framework of main points presented in the lecture.

The course text also offers a student website resource, which can be used for additional information. The URL for this is www.mhhe.com/belch.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar available in hard copy or under 'About Victoria' on the VUW home page at www.vuw.ac.nz.

Student and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps are to be taken if there is a complaint. For information about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor or refer to the statute on the VUW policy website at www.vuw.ac.nz/policy/studentconduct. The Policy on Staff Conduct can be found on the VUW website at www.vuw.ac.nz/policy/staffconduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned; class representatives may be able to help you in this. If you are not satisfied with the result of that meeting, see the Head of School or the relevant Associate Dean; VUWSA Education Coordinators are available to assist in this process. If, after trying the above

channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website at www.vuw.ac.nz/policy/academicgrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other student or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: It is however, perfectly acceptable to include the work of others as long as that is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- cancellation of your mark for an assessment or a fail grade for the course
- suspension from the course or the University.

Find out more about plagiarism, and how to avoid it, on the University's website at www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Impairments

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities the same opportunity as other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services (DSS) to discuss your individual needs and the available options and support on a confidential basis. DSS are located on Level 1, Robert Stout Building, telephone (04) 463 6070, email disability@vuw.ac.nz. The name of your School's Disability Liaison Person is in the relevant prospectus or can be obtained from the School Office or DSS.

Student Support

Staff at Victoria want students to have positive learning experiences at the University. Each Faculty has a designated staff member who can either help you directly if your academic

progress is causing you concern, or quickly put you in contact with someone who can. Assistance for specific groups is also available from the Kaiwawao Māori, Manaaki Pihipihinga or Victoria International.

In addition, the Student Services Group (email student-services@vuw.ac.nz) is available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/.

VUWSA employs Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and Faculty delegates. The Education Office (tel. 04 463 6983 or 04 463 6984, email education@vuwsa.org.nz) is located on the ground floor, Student Union Building.

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.