MARK2053
Marketing Communications and Promotions Management (Marcoms)

Course Outline
Semester 2, 2015

Part A: Course-Specific Information
Part B: Key Policies, Student Responsibilities and Support
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS
Lecturer-in-charge: Dr Ting Yu
Room: Quad. 3015
Phone No.: (02) 9385 3242
Email: ting.yu@unsw.edu.au
Consultation: Wednesday 15:00 – 16:00 or by appointment

Tutor: Mr Jacky Mo
Room: Quad. 3049
Phone No.: (02) 9385 3813
Email: ce.mo@unsw.edu.au
Consultation: Wednesday 11:00 – 12:00 or by appointment

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1 (to Week 12): Tuesdays, 12:00 to 15:00 during non-tutorial weeks (i.e., Weeks 1-5, and 12) and Tuesdays, 12:00 to 14:00 during tutorial weeks (i.e. Weeks 6-11), in Mathews Theatre B.

Tutorials start in Week 6 (to Week 11). A full list of tutorials (6 in the session) and times will be on the Course Website.

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course
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, promotions, public relations, direct marketing and interactive media. An emphasis will also be placed on gaining consumer insights as a way to skillfully manage advertising and promotions.

2.4 Course Aims and Relationship to Other Courses

Level
Marcoms is a Level Two marketing electives course; as such it is assumed all students have successfully completed the prerequisite course, MARK1012 (Marketing Fundamentals). Ideally, you should have studied MARK2051 (Consumer Behaviour) and MARK2052 (Marketing Research) before embarking on this course. Any work undertaken in courses for which prerequisites have not been fulfilled will
be disregarded (unless an exemption has been granted) and no credit will be given nor grade awarded.

**Synergies**
You are encouraged to make linkages with previous studies, particularly consumer behaviour and marketing research. Your learning is likely to be more effective when prior experiences and prior knowledge are explicitly recognised and built upon. You should take responsibility for doing this.

To prevent duplication of material, this course focuses quite narrowly on marketing communication themes. This means the managerial aspects of, say, brand management and innovation, are reserved for other courses – specifically MARK3092 and MARK2085. In practice this is an artificial distinction – business issues do not present themselves in neat and discrete compartments.

## 2.5 Student Learning Outcomes

By the end of this course, you should be able to:

a. 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.

b. Demonstrate a solid grounding in the principles of marketing communications and promotions management.

c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.

d. Analyse specific marketing communications problems, and devise sound and practical solutions to these problems.

e. Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner.

f. Develop analytical and creative skills necessary to prepare a marketing communications plan.

g. Critically analyse the issues and controversies in the field of marketing communications.

h. Communicate ideas in a succinct and clear manner.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you
are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Undergraduate Coursework Program Learning Goals and Outcomes, see Part B of the course outline.

### Business Undergraduate Program Learning Goals and Outcomes

1. **Knowledge**: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts.
   
   You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.

2. **Critical thinking and problem solving**: Our graduates will be critical thinkers and effective problem solvers.
   
   You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.

3. **Communication**: Our graduates will be effective professional communicators.
   
   You should be able to:
   a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and
   b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.

4. **Teamwork**: Our graduates will be effective team participants.
   
   You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.

5. **Ethical, social and environmental responsibility**: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.
   
   You should be able to:
   a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
   b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business undergraduate coursework students:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>On successful completion of the course, you should be able to:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Assessment Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
</tr>
<tr>
<td>Article Critique - Individual Paper</td>
</tr>
<tr>
<td>Group Project</td>
</tr>
<tr>
<td>Final Exam</td>
</tr>
<tr>
<td>b. Demonstrate a solid grounding in the principles of marketing communications and promotions management.</td>
</tr>
<tr>
<td>c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan.</td>
</tr>
</tbody>
</table>

| 2 | Critical thinking and problem solving | c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan. |
| d. Analyse specific marketing communications problems, and devise sound and practical solutions to these problems. |
| e. Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner. |
| f. Develop analytical and creative skills necessary to prepare a marketing communications plan. |
| g. Critically analyse the issues and controversies in the field of marketing communications. |

| 3a | Written communication | c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan. |
| 3b | Oral communication | c. Apply this understanding to marketing communications in business, social and governmental contexts. Clearly articulate each component of the marketing communications plan. |
| h. Communicate ideas in a succinct and clear manner. |

| 4 | Teamwork | e. Collaborate effectively with your team members to plan marketing communications in a comprehensive and integrated manner. |

| 5a | Ethical, social and environmental responsibility | Not specifically addressed in this course. |
| 5b | Social and cultural awareness | Not specifically addressed in this course. |
3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course

This course has been designed to be:

- **Rigorous and informed**, in that we consider what is known about marcoms through business practice, research, and scholarship.
- **Encouraging of critical and independent thinking**, including an assessment of the validity of claims made about marcoms.
- **Professionally relevant**, by looking at workable frameworks, industry best practices, and developing knowledge/skill that will be of value in the workplace.
- **Engaging**, in the sense of actively having to resolve theoretical and practical problems through written assignments, exercises, and classroom/group discussions.
- **Diverse** in the use of learning and assessment methods, from conventional tests to hands-on exercises.
- **Reflective**, by relating formal approaches to marcoms to experiences in daily life (we are, after all, bombarded with marketing communications messages).

3.2 Learning Activities and Teaching Strategies

This course will be delivered through a mix of formal lectures and exercises, along with individual and group activities.

The purpose of the lectures is to give you some frameworks for the management of marcoms. These frameworks draw on the accumulated wisdom of both marketing practitioners and academics. It is to be hoped that in looking at these frameworks we can focus on best practice, rather than merely hold up a mirror to what is found in the Australian marketplace at large. It is not enough simply to describe current practices.

*Tutorials* are an important component of the course. They provide a forum for a more hands-on approach to the tasks involved in Marcoms planning. Marcoms is a lively, fast-paced and evolving industry, and participation in the tutorials is important for you to gain as much from this course as you can. This is your opportunity to apply the material presented in lectures and to use knowledge gleaned from readings and experiences. Some tutorial work will be undertaken in groups, and it will be necessary to engage in *group study* outside formal working hours. Also, use these meetings to clarify ideas and issues that are unclear to you – do not wait until the end of session and then have a last minute panic before the final examination.

*Self-study* is important too. You cannot expect to develop the desired level of knowledge and skill from merely attending lectures. There is a course textbook – read it! Also, your attention is drawn to supplementary readings – they will be helpful in helping you link theory to practice. In particular, many of the readings will highlight
alternative perspectives and they will help you hone your skills in making critical evaluations.

4 ASSESSMENT

4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50%;
- achieve satisfactory performance on each assessment;
- score at least 50% in the Final Exam; and
- attend at least 80% of all tutorials (as per university regulations).

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation</td>
<td>15%</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Article Critique - Individual Paper</td>
<td>10%</td>
<td>500 words</td>
<td>17:00, Thursday, 3 September 2015</td>
</tr>
<tr>
<td>Group Project</td>
<td>25%</td>
<td>2,500 words</td>
<td>17:00, Thursday, 15 October 2015</td>
</tr>
<tr>
<td>Final Exam</td>
<td>50%</td>
<td>3 hours</td>
<td>University Exam Period</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.3 Assessment Format

4.3.1 Class Participation (15%)

Class participation will provide opportunities for peer learning, strengthening students’ ability to actively argue their decisions regarding the marketing communications and promotions management issues at hand, developing an understanding for alternative approaches and providing an opportunity for reflective learning. This is designed to make sure we have rich and stimulating discussions.

Your participation includes the responsibility to share understanding and judgment with the class in order to advance the group’s collective skills and knowledge. This means I will need your active participation to make the class a rewarding experience for everyone. Read the materials assigned for every class, thoroughly prepare cases, take part in pertinent discussions, listen to others with respect, and generally take part and you will be rewarded.

There are two elements of class participation: 1) Class participation during the lectures and tutorials (5%); and 2) Critique of marketing communication and promotion campaigns (10%).
Class participation during the lectures and tutorials (5%)

Assessment Criteria

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evidence of good preparation (e.g. advance reading of the related materials, such as book chapter and journal articles) and ability to discuss/debate the issues.</td>
<td>50</td>
</tr>
<tr>
<td>Quality of expression and presentation of arguments</td>
<td>30</td>
</tr>
<tr>
<td>Quality of contribution during the class and group discussion (e.g. using theory to explain real world phenomena, using theory to propose a solution or identify a problem, participate during marketing communication and promotion campaign critique)</td>
<td>20</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Students are expected to thoroughly read any case discussion materials, textbook chapters or handout materials prior to the lecture and actively participate in discussions. Each week, students will be allocated a case study or an article to read prior to attending the class. Active participation refers to making intelligent comments and providing arguments related to the discussion topic. You are also required to respond to the lecturer's questions as much as you can during the class. Additionally, students should respond to the responses of others in the group.

Critique of marketing communication and promotion campaigns (10%)

Students are also required to work in groups to show, to the best of their knowledge, the good and bad marketing communication and promotion campaigns in the tutorials. Different themes of marketing communication and promotions will be allocated to different tutorials and different groups of student. The students must use theory and empirical evidence to justify why the campaigns are considered good or bad. Those marketing communications and promotion campaigns will be critiqued by the rest of the class during the tutorials applying the theories discussed during the lectures. More details on the exercise of evaluating marketing communication and promotion campaigns in real life during the tutorials will be revealed in Week 1.

4.3.2 Article Critique - Individual Paper (10%)

Due date: 17:00, Thursday, 3 September 2015
Word limit: 500 words (excluding School of Marketing Assignment Cover Sheet, references and appendices)

Submission: To Turnitin via Moodle

The article to be critiqued will be revealed in the first week of the lecture. Please prepare the article critique according to the required format below.

Required Format:

- The School of Marketing Assignment Cover Sheet as the first page

1. Summary of the article (i.e. What is the purpose of this article? What problem or issue does it address? What are the major arguments and findings?)
2. **Critique the key findings of the article** (i.e. How does this article contribute to your overall understanding of marketing communications and promotions management? Do you agree or disagree with the major arguments and findings presented in this article, and why?)

3. **Problems or concerns of the article** (i.e. What problems or concerns are you left with?)

You must reference all non-original work, e.g. if you take an idea from an academic journal article, book, magazine, website, you must reference it. Do not reference lecture notes/powerpoints, you must go to the original source, i.e. book, article, magazine, website. (please also see Section 9)

**Evaluation criteria:**

1. Quality of the summary (i.e. article purpose, problem addressed, major arguments and findings) (10%)

2. Quality of the arguments and discussion in relation to marketing communications and promotions management (30%) (i.e. how well you critique the article in terms of its contributions, key arguments and problems or concerns left with)

3. Quality of the supporting evidence (i.e. how well you use theory and empirical evidence to support your arguments and discussions in Section 2 and 3) (40%)

4. Presentation (i.e., meet the submission guidelines, format and structure requirements, creative communication, reader friendly, write clearly & accurately, expression, spelling, diction, grammar, punctuation and consistent referencing style) (20%)

4.3.3 **Major Project (25%)**

**Due date:** 17:00, Thursday 15 October 2015

**Length:** Total 2,500 words (excluding School of Marketing Assignment Cover Sheet, references and appendix).

**Submission:** To Turnitin via Moodle

**No. of students per group:** 4 – 5

**Main Tasks:**

1. Critically discuss the current IMC/marketing communications and promotions management issues and implications of a selected firm. More details on the firm will be provided in Week 1.

2. Propose and justify IMC/marketing communications and promotions management objective and key message to be communicated to the target audience in relation to the issues discussed.
3. After careful evaluation, recommend appropriate media option(s) and IMC/marketing communications and promotions management strategy for the proposed IMC/marketing communications and promotions management objective and key message.

**Procedures:** Selecting your own group members. This will be organised at the end of the second lecture. Please make sure you attend the Week 2 lecture.

Be creative to make the written proposal reader friendly and professional.

You must reference all non-original work, e.g. if you take an idea from an academic journal article, book, magazine, website, you must reference it. Do not reference lecture notes/powerpoints, you must go to the original source, i.e. book, article, magazine, website. (please also see Section 9)

**Required Format:**

- **The School of Marketing Assignment Cover Sheet as the first page**

1. **Title Page** (Title of the major project, student names and IDs, date, and additional information related to the assignment you wish to communicate to the marker)

2. **Table of contents**

3. **List of tables and figures** (if applicable)

4. IMC/marketing communications and promotions management issues and implications

Critically discuss the IMC/marketing communications and promotions management issues and implications of the selected firm. Arguments need to be supported by empirical evidence and/or theory.

5. IMC/marketing communications and promotions management objective and key message:

Propose and justify the IMC/marketing communications and promotions management objective and key message to be communicated to the target audience in relation to the issues discussed. Arguments need to be supported by empirical evidence and/or theory.

6. Media options and IMC/marketing communications and promotions management strategy.

Identify and evaluate the media options and IMC/marketing communications and promotions management strategy for the proposed IMC/marketing communications and promotions management objective and key message. Arguments need to be supported by empirical evidence and/or theory.

7. **References**

In addition to the MARK2053 text, you should at least read and refer to two recent academic journal articles (published after 2009) that are
related to the marketing communications and promotions management theories to support your arguments in the report.

See Appendix A for a list of key academic journals. The two articles need to be selected from the journals listed in Appendix A. You may choose articles outside the list, however, you will need to obtain written permission from your lecturer by 15 September 2015 via email. You are encouraged to read and use more than two academic journal articles to form your discussions and analyses. You do not need to obtain permission for your third article if it is from outside of the journal list (Appendix A).

You must reference all non-original work, e.g. if you take an idea from an academic journal article, book, magazine, website, you must reference it. Do not reference lecture notes/powerpoint, you must go to the original source, i.e. book, article, magazine, website.

8. Appendix

You are free to include an appendix, however no mark is allocated to the information contained in the appendix.

Evaluation criteria

1. Critically discuss the IMC/marketing communications and promotions management issues and implications of the selected firm. Quality of the discussion and supporting evidence in relation to IMC/marketing communications and promotions management issues and implications discussed (15%)

2. Propose and justify the IMC/marketing communications and promotions management objective and key message to be communicated to the target audience in relation to the issues discussed. Justifications are supported by appropriate evidence such as empirical evidence and/or theory. Quality of the discussion and supporting evidence in relation to IMC/marketing communications and promotions management objective and key message proposed (25%)

3. Identify and evaluate the media options and IMC/marketing communications and promotions management strategy: Identification, evaluation and recommendation of the suitable media options and IMC/marketing communications and promotions management strategy must be supported by empirical evidence and/or theory. Quality of the discussion and supporting evidence in relation to media options and IMC/marketing communications and promotions management strategy evaluated (40%)

4. Presentation (i.e., meet the project submission guidelines, presentation format, structure, creative communication, reader friendly, write clearly & accurately, expression, spelling, diction, grammar, punctuation and consistent referencing style) (20%)

Manage group dynamics

You are expected to actively manage the conduct of meetings and record members’ contributions and the decisions/actions agreed to at each meeting. Clearly documented procedures and agreed outcomes are a sound professional tool when working in groups.
Each student within the group will receive the same mark unless there is a dispute about the individual contribution.

Choose your group members wisely. It is important to note that management of group dynamics is your responsibility. Keep in mind that assignment of clear responsibilities as well as development of consistent group norms, such as regular meetings, communication and division of labour, is essential for cohesive group performance. Also take note of the meeting discussions and group dynamics in case there is any dispute on the contribution of the members.

**Conflict and grievance procedures**

Groups function best when everyone participates actively in the development and resolution of the task. However, sometimes you will need to address situations where one or more members do not attend meetings or complete work. In the first instance, such issues should be handled *within* your group.

If a grievance issue arises and it cannot be resolved within the group, the next step is to discuss the situation with the lecturer. Based on the evidence provided, the lecturer will make a decision as to whether a single group mark is warranted or whether individual marks are to be awarded. Please keep your meeting notes, drafts, and email communication in case if there is any dispute.

### 4.3.4 Final Exam (50%)

The final exam will take place in the formal examination period at the end of the session and is worth 50% of the total marks for this course. It will be a 3-hour, closed book exam. It will be comprehensive in nature and will draw on work covered in lectures, discussions, textbook material and course readings. The final exam aims to test students' understanding and application of marketing communications and promotions management theories covered during the semester. It thus contains theory application questions. Details on specific topics on the exam will be discussed in week 12. **YOU MUST SCORE 50 POINTS OR MORE (100 POINTS IN TOTAL) IN THIS FINAL EXAM IN ORDER TO PASS THE COURSE.**

The final exam will be organised by the UNSW exam unit. The time and location of the final exam will be announced once the university exam timetable is released. No early examinations are possible. When the provisional examination timetable is released, ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. All exams are scheduled and conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student’s responsibility to be familiar with these rules.

### 4.4 Assignment Submission Procedure

**For article critique - individual paper**

Assignment must include a cover sheet and be signed by the student. The School of Marketing Individual Assignment Cover Sheet can be found at:

[https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf](https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Assignment%20Cover%20Sheet.pdf)
Student MUST submit written assignment through the course website. The originality of the assignments will be checked with Turnitin™. Students are able to check the similarity index and resubmit their reports until the deadline. Note, however, that students are responsible for planning ahead and allowing sufficient time to view their similarity index. Students are also advised to submit their papers during working hours so as to receive any technical support if necessary – technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: http://teaching.unsw.edu.au/turnitin-students.

For major project

Major project must include a cover sheet and be signed by all students in the group. The School of Marketing Group Assignment Cover Sheet can be found at:

https://www.business.unsw.edu.au/About-Site/Schools-Site/marketing-site/Documents/Group%20assignment%20coversheet.pdf

Students MUST submit major projects through the course website. ONLY ONE STUDENT IN THE GROUP SUBMITS THE MAJOR PROJECT. The originality of the assignments will be checked with Turnitin™. Students are able to check the similarity index and resubmit their papers until the due deadlines. Note, however, that students are responsible for planning ahead and allowing sufficient time to view their similarity index. Students are also advised to submit their reports during working hours so as to receive technical support if necessary – technical difficulties will not be accepted as a valid reason for late submission. More information on Turnitin™ can be found at: http://teaching.unsw.edu.au/turnitin-students.

4.5 Late Submission

Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

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.

5 COURSE RESOURCES

MARK2053 uses Moodle for posting course materials such as course outline, principle lecture slides, major announcements etc. The website for this course is on Moodle at: http://moodle.telt.unsw.edu.au
5.1 Prescribed Text


5.2 Recommended Journals for further readings:

You are expected to read widely when preparing your assignments and class participation. In particular, you should use the resources of the university library, especially the journal literature. Note: Consultation of lecture notes does not count as reading widely. The following journals are recommended as good sources for additional readings:

- Journal of Brand Management
- Journal of Advertising Research
- Journal of Consumer Research
- Journal of Marketing
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Harvard Business Review
- Sloan Management Review
- Journal of Business Research

5.3 Recommended text:

This recommended text provided hands-on exercises in addition to the prescribed text.


6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through the end of semester CATEI evaluations.
# 7 COURSE SCHEDULE

Lectures start in Week 1 and finish in Week 12.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Text Readings¹</th>
<th>Tutorial Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Overview &amp; The Communication Process</td>
<td>Ch. 2 &amp; 5</td>
<td>(no tutorial)</td>
</tr>
<tr>
<td>28 July</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Marketing Communication and Consumer Behaviour</td>
<td>Ch. 6</td>
<td>(no tutorial)</td>
</tr>
<tr>
<td>4 August</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td>Situational Analysis</td>
<td>Ch. 7</td>
<td>(no tutorial)</td>
</tr>
<tr>
<td>11 August</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4</td>
<td>IMC Planning Process</td>
<td>Ch. 9 &amp; 10</td>
<td>(no tutorial)</td>
</tr>
<tr>
<td>18 August</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Week 5</td>
<td>Message Strategy and Execution</td>
<td>Ch. 11</td>
<td>(no tutorial)</td>
</tr>
<tr>
<td>25 August</td>
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<tr>
<td>Week 6</td>
<td>Media Mix 1: Digital Media</td>
<td>Ch. 3</td>
<td>Tutorial 1: Critique of marketing communication and promotion campaigns exercise 1</td>
</tr>
<tr>
<td>1 September</td>
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<tr>
<td>Week 7</td>
<td>Media Mix 2: Social Media</td>
<td>Ch. 4</td>
<td>Tutorial 2: Critique of marketing communication and promotion campaigns exercise 2</td>
</tr>
<tr>
<td>8 September</td>
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<tr>
<td>Week 8</td>
<td>Media Mix 3: Television, Radio, Printed Media, and Support Media</td>
<td>Ch. 12</td>
<td>Tutorial 3: Critique of marketing communication and promotion campaigns exercise 3</td>
</tr>
<tr>
<td>15 September</td>
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<tr>
<td>Week 9</td>
<td>Digital advertising versus Traditional advertising channels (Guest Speaker: TBA)</td>
<td>Ch. 3, 4, &amp; 12</td>
<td>Tutorial 4: Critique of marketing communication and promotion campaigns exercise 4</td>
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<td>22 September</td>
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<tr>
<td>Mid-semester break: Saturday 26 September - Monday 5 October inclusive</td>
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<tr>
<td>Week 10</td>
<td>Media: Strategy and Choices</td>
<td>Ch. 12</td>
<td>Tutorial 5: Critique of marketing communication and promotion campaigns exercise 5</td>
</tr>
<tr>
<td>6 October</td>
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<tr>
<td>Week 11</td>
<td>Measuring the effectiveness of the marketing communications and promotions management</td>
<td>Ch. 13</td>
<td>Tutorial 6: Critique of marketing communication and promotion campaigns exercise 6</td>
</tr>
<tr>
<td>13 October</td>
<td></td>
<td></td>
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<tr>
<td>Week 12</td>
<td>Review and Wrap-up</td>
<td></td>
<td>(no tutorial)</td>
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<tr>
<td>20 October</td>
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</tbody>
</table>

¹ The textbook chapter readings are an indication only. To obtain a deeper understanding of each topic, it is important that students read additional papers and books that are related to each topic. A list of recommended journals and additional texts are listed under “Course Resources”. 
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate and postgraduate students cover the same key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world. However, the specific outcomes reflect different expectations for these levels of study.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

<table>
<thead>
<tr>
<th>Business Undergraduate Program Learning Goals and Outcomes</th>
</tr>
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<tbody>
<tr>
<td>1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts. You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
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<tr>
<td>2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers. You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
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<tr>
<td>3. Communication: Our graduates will be effective professional communicators. You should be able to: a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.</td>
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<tr>
<td>4. Teamwork: Our graduates will be effective team participants. You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.</td>
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<tr>
<td>5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice. You will be able to: a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and b. Identify social and cultural implications of business situations.</td>
</tr>
</tbody>
</table>
9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students 'Managing your Program' webpages: https://student.unsw.edu.au/program.

10.1 Workload

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance
10.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Occupational Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://www.ohs.unsw.edu.au/.

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION
You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General information on special consideration for undergraduate courses:
1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://student.unsw.edu.au/special-consideration
2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.
3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.
4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), not by tutors.
5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.
Business School policy on requests for special consideration for Final Exams in undergraduate courses:

The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.

2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of tutorials.

3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special consideration and the Final Exam in undergraduate courses:

Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 2, 2015 are:
   - 8th December – exams for the School of Accounting
   - 9th December – exams for all Schools except Accounting and Economics
   - 10th December – exams for the School of Economics

   If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**

2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

The Business School’s Special Consideration and Supplementary Examination Policy and Procedures for Final Exams for Undergraduate Courses is available at:
12 STUDENT RESOURCES AND SUPPORT

The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  https://www.business.unsw.edu.au/students/resources/learning-support
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  https://www.business.unsw.edu.au/students/resources/student-centre
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: https://student.unsw.edu.au/moodle-support. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**
  www.lc.unsw.edu.au
  Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  http://info.library.unsw.edu.au/web/services/services.html

- **IT Service Centre**: Provides technical support for problems logging in to websites, downloading documents etc. https://www.it.unsw.edu.au/students/index.html Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

- **UNSW Counselling and Psychological Services**
  https://student.unsw.edu.au/wellbeing Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

- **Student Equity & Disabilities Unit**
  http://www.studentequity.unsw.edu.au
  Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au
Appendix A: Key Journals for Marketing Communications and Promotions Management

- Journal of Brand Management
- Journal of Advertising Research
- Journal of Consumer Research
- Journal of Marketing
- Journal of Retailing
- Journal of the Academy of Marketing Science
- Harvard Business Review
- Sloan Management Review
- Journal of Business Research