



The University of Southern Queensland

Course specification

The current and official versions of the course specifications are available on the web at
<<http://www.usq.edu.au/coursespecification/current>>.
Please consult the web for updates that may occur during the year.

Description: Promotion Management

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MKT	2001	86111	1, 2009	ONC	1.00	Toowoomba

Academic group:	FOBUS
Academic org:	FOB004
Student contribution band:	3A
ASCED code:	080599

STAFFING

Examiner: Frances Woodside
Moderator: Dawn Birch

REQUISITES

Pre-requisite: MKT1001

OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at
<<http://www.usq.edu.au/ict/students/standards/default.htm>>.

RATIONALE

Managing the marketing organisation's communications with customers is an important function of the marketing manager. The promotional element of the marketing mix plays an important role in communicating the marketing organisation's offerings to target markets. Effective communication with target markets is essential for marketing success. This course focuses on the development of an integrated marketing communications program that involves selecting the appropriate elements of the promotional mix and integrating those elements in order to achieve a consistent and compelling message. The high cost of promotional activities emphasises the importance of effective promotional planning.

SYNOPSIS

This course addresses the promotional elements of the marketing mix. The focus is upon developing an integrated marketing communication mix which presents a clear and consistent message to the marketing organisation's customer base. The various elements in the integrated marketing communications mix including advertising, sales promotion, public relations, personal selling, direct marketing, and internet marketing are examined. In this course, you will learn how to develop and evaluate promotional plans including source, message and media elements. This course builds on the knowledge acquired in MKT1001 Introduction to Marketing and MKT1002 Consumer Behaviour.

OBJECTIVES

On completion of this course students will be able to:

1. understand the application of communication principles to the marketing-communication process
2. describe the roles and importance of promotion in achievement of organisation objectives
3. demonstrate an understanding of the IMC planning process and its role in the marketing mix
4. demonstrate an ability to develop and evaluate promotion campaigns
5. demonstrate an understanding of the nature of the elements of the integrated marketing communications mix
6. present material in correct written format including Harvard style referencing of sources
7. develop effective electronic communication skills
8. demonstrate self-direction in learning
9. prepare a formal written report on an IMC program.

TOPICS

Description	Weighting (%)
1. Introduction to integrated marketing communication	6.00
2. Consumer behaviour	7.00
3. Analysis of the communications process	10.00
4. Promotional objectives and budgeting	10.00
5. Source, message and channel factors	10.00
6. Creative strategy development and implementation	10.00
7. Media planning and role of the advertising agency	10.00
8. Media evaluation	10.00
9. Promotional mix elements	15.00
10. Promotional evaluation	5.00
11. Special topics and perspectives	7.00

TEXT and MATERIALS required to be PURCHASED or ACCESSED

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

MKT2001 study package available from the USQ Bookshop.

Belch, GE & Belch, MA 2007, *Advertising and promotion: an integrated marketing communications perspective*, 7th edn, Irwin/McGraw Hill, Boston, Massachusetts.

Dann, S, Dann, S & Gaskin, P 2007, *ANZ Supplement to accompany Belch & Belch text 'Advertising and promotion: an integrated marketing communications perspective'*, 3rd edn, McGraw-Hill, Sydney, New South Wales.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

There are a number of journals, periodicals, on-line sources and CD ROMs that you can access too - interrogation and use of these will help you to get valuable insights and knowledge - PLEASE USE THEM! Contact the USQ Library for details.

Arens, WF 2008, *Contemporary advertising*, 11th edn, McGraw-Hill, Boston, Massachusetts.

Brierley, S 2002, *The advertising handbook*, 2nd edn, Routledge, London.

Chitty, W, Barker, N & Shimp, TA 2008, *Integrated marketing communications*, 2nd edn, Thomson, South Melbourne, Victoria.

(second Asia Pacific edition)

Clow, KE & Baack, D 2007, *Integrated advertising, promotion and marketing communications*, 3rd edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

De Pelsmacker, P, Geuens, M & Van den Bergh, J 2007, *Marketing communications - a European perspective*, 3rd edn, Pearson Education Limited, Essex, England.

Hartley, P & Bruckmann, C 2002, *Business communication: an introduction*, 2nd edn, Routledge, London.

(electronic book)

Lane, WR, King, KW & Russell, JT 2008, *Kleppner's advertising procedure*, 17th edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

Moriarty, S, Mitchell, N & Wells, W 2009, *Advertising principles and practices*, 8th edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

O'Guinn, TC, Allen, CT & Semenik, RJ 2009, *Advertising and integrated brand promotion*, 5th edn, South-Western Cengage Learning, Mason, Ohio.

Ouwensloot, H & Duncan, T 2008, *Integrated marketing communications*, McGraw-Hill Education, Berkshire, England.

(European edition)

Sayre, S 2005, *Campaign planner for integrated brand communications*, 3rd edn, Thomson South-Weston, Mason, Ohio.

Shimp, TA 2007, *Advertising, promotion and other aspects of integrated marketing communications*, 7th edn, Thomson South-Weston, Mason, Ohio.

Tuckwell, KJ 2008, *Integrated marketing communications - strategic planning perspectives*, 2nd edn, Pearson/Prentice Hall, Toronto, Canada.

Waller, D 2004, *Mountain bike mania - the promotion plan*, 2nd edn, McGraw-Hill, North Ryde, New South Wales.

STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Lectures	30.00
Private Study	55.00
Report Writing	50.00
Tutorials	30.00

ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date
TUTORIAL ACTIVITIES	15.00	15.00	03 Mar 2009 (see note 1)
WRITTEN REPORT 3000 WORDS	100.00	35.00	23 May 2009 (see note 2)
2 HOUR EXAMINATION	60.00	50.00	END S1 (see note 3)

NOTES

1. STUDENTS PLEASE NOTE: The actual dates for the tutorial activities are provided on the course homepage in the assessment details for oncampus students. Objectives 1 - 8 relate.
2. Objectives 1 - 6, 8 and 9 relate.
3. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised. Objectives 1 - 5, and 8 relate.

IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)
- 3 Penalties for late submission of required work:
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:

- To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
 - 6 Examination information:
This is a CLOSED examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
 - 7 Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
 - 8 University Regulations:
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Policies and Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. Extensions beyond one week are only granted in extreme circumstances because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you may (depending on the number of days stated) be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you **MUST STILL** contact the examiner **BEFORE** the due date for submission. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's

personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. ALL applications for ANY extensions MUST be made via e-mail and must reach the examiner BEFORE the due date of submission for the piece of assessment. Requests received on or after the due date of submission will NOT BE CONSIDERED. (iv) The examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They MUST contact the examiner to negotiate such special arrangements BEFORE the due date of submission of the assessment item. (vii) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.

- 2 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The USQ library provides advice on how to format information sources using this system. Details can be found at http://www.usq.edu.au/library/help/ehelp/ref_guides/harvard.htm and http://www.usq.edu.au/library/help/ehelp/ref_guides/harvardonline.htm.
- 3 Word count: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices.
- 4 Text books: It is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ Bookshop.
- 5 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 6 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
- 7 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non directed personal study.

OTHER REQUIREMENTS

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
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