



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: Integrated Marketing Communication

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MKT	8009	90136	2, 2009	EXT	1.00	Toowoomba

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080599

### STAFFING

Examiner: Karen Dallimore  
Moderator: Karen Miller

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. 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 a vital 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, selecting media, as well as creative strategy and integrating all the promotional elements 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, and MKT2001 Promotional Management, developing a broader and deeper theoretical understanding, as well as a more sophisticated and comprehensive application of Integrated Marketing Communication principles and practices.

## OBJECTIVES

On successful completion of this course, students should 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. develop presentation materials
10. prepare a formal written report on an IMC program
11. demonstrate an ability to conduct market research
12. demonstrate an ability to research and analyse academic theories.

## TOPICS

Description	Weighting (%)
1. Introduction to integrated marketing communication	9.00
2. Buyer behaviour	5.00
3. Opportunity analysis and communications planning	9.00
4. Managing IMC	5.00
5. Creative development	9.00
6. Message strategy and implementation	9.00
7. Media strategy	9.00
8. E and alternative marketing communications	9.00
9. Direct marketing	9.00
10. Trade and consumer sales promotions	9.00
11. Public relations and sponsorships	9.00
12. Ethics and evaluating marketing communications	9.00

## 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).

Clow, KE & Baack, D 2010, *Integrated advertising, promotion, and marketing communications*, 4th edn, Prentice Hall, Upper Saddle River, New Jersey.

(global edition)

Clow, KE & Baack, D 2010, *The IMC Planpro handbook and IMC Planpro software package for integrated advertising*, 4th edn, Pearson, Upper Saddle River, New Jersey.

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.

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.

Also see readings associated with each module.

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

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

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

Chitty, W, Barker, N & Shimp, TA 2005, *Integrated marketing communications*, Thomson, South Melbourne, Victoria.

(first Pacific Rim edition)

De Pelsmacker, P, Geuens, M & Van den Bergh, J 2007, *Marketing communications: a European perspective*, 3rd edn, Prentice Hall/Financial Times, Harlow, England.

Fill, C 2005, *Marketing communications: engagements, strategies and practice*, 4th edn, FT Prentice Hall, New York.

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

(electronic book)

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

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

Ouwensloot, H & Duncan, T 2008, *Integrated marketing communications*, McGraw-Hill, New York.

(European edition)

Parente, DE 2006, *Advertising campaign strategy: a guide to marketing communication plans*, 4th edn, Thomson/South-Western, Mason, Ohio.

Pickton, D & Broderick, A 2005, *Integrated marketing communications*, 2nd edn, Prentice Hall Financial Times, Harlow, England.

Semenik, RJ 2002, *Promotion and integrated marketing communications*, Thomson Learning/South-Western, Cincinnati, Ohio.

Shimp, TA 2010, *Advertising promotion, and other aspects of integrated marketing communications*, 8th edn, South-Western Cengage Learning, Mason, Ohio.

Summers, J, Gardiner, M, Lamb, CW, Hair, JF & McDaniel, C 2008, *Essentials of marketing*, Cengage Learning Australia, South Melbourne, Victoria.  
(3rd Asia Pacific edition)

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

Varey, RJ 2002, *Marketing communication: principles and practice*, Routledge, London, UK.

Wood, MB 2008, *The marketing plan handbook*, 3rd edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

## STUDENT WORKLOAD REQUIREMENTS

ACTIVITY	HOURS
Directed Study	50.00
Private Study	65.00
Report Writing	50.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ASSIGNMENT 1	20.00	20.00	24 Aug 2009 (see note 1)	1, 2, 7, 8, 12		
ASSIGNMENT 2	40.00	40.00	11 Sep 2009 (see note 2)	1, 2, 3, 4, 5, 6, 8, 9, 11		
ASSIGNMENT 3	40.00	40.00	23 Oct 2009 (see note 3)	1, 2, 3, 4, 5, 6, 8, 10, 11		

### NOTES

1. Journal Article Review
2. Campaign Brief (Presentation Script and Aids)
3. IMC plan (Written Report 3500 words)

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
If you are an international student in Australia, you are advised to attend all classes at your campus. For all other students, there are no attendance requirements for this course. However, it is the students' responsibility 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:  
There is no examination in this course.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Not applicable.
- 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 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 despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each assignment 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. (iv) Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance 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 will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. 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.

- 2 Text books: Please note that 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.
- 3 Word count in assignments: 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. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
- 4 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 Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.

## **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 UConnect. Current details of computer requirements can be found at <http://www.usq.edu.au/ict/students/standards/default.htm>.
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