Description: Promotion Management

Subject: MKT
Cat-Nbr: 2001
Class: 20186
Term: 1, 2003
Mode: ONC
Units: 1.00
Campus: TW MBA

Academic Group: FOBUS
Academic Org: FOB004
HECS Band: 2
ASCED Code: 080599

STAFFING
Examiner: Dawn Birch
Moderator: Jane Summers

PRE-REQUISITES
Pre-requisite: MKT 1001 Co-requisite: MKT 1002

SYNOPSIS
This course addresses the nature and role of the promotional element of the marketing mix. It covers issues of promotional strategy; elements of promotional management; the interaction of various elements used in promotion such as advertising, personal selling, sales promotion and public relations; and the socio-legal environment of promotion. The emphasis will be on the development of skills in identifying the role of promotion in product, service, professional and industrial marketing situations. Knowledge gained from studies in MKT1001 - Introductory Marketing and MKT1002 - Consumer Behaviour will be drawn upon frequently. Prior knowledge in these areas is essential, therefore it is strongly recommended that students complete MKT1002, Consumer Behaviour, prior to doing this course.

OBJECTIVES
Upon completion of this course, students will be able to:

- understand the application of communication principles to the marketing-communication process;
- describe the roles and importance of promotion in achievement of organisation objectives;
- demonstrate an understanding of the IMC planning process and its role in the marketing mix;
- demonstrate an ability to develop and evaluate promotion campaigns; and
• demonstrate an understanding of the nature of the elements of the integrated marketing communications mix.

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Promotional Foundation</td>
<td>10.00</td>
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<tr>
<td>2. Perspectives on Consumer Behaviour</td>
<td>5.00</td>
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<td>3. Analysis of the Communications Process</td>
<td>10.00</td>
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<td>4. Promotional Objectives &amp; Budgeting</td>
<td>10.00</td>
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<td>5. Source, Message &amp; Channel Factors</td>
<td>10.00</td>
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<td>6. Creative Strategy Development &amp; Implementation</td>
<td>10.00</td>
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<td>7. Media Planning</td>
<td>10.00</td>
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<td>8. Media Evaluation</td>
<td>10.00</td>
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<td>9. Promotional Mix Elements</td>
<td>15.00</td>
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<td>10. Promotional Evaluation</td>
<td>5.00</td>
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<tr>
<td>11. Special Topics &amp; Perspectives</td>
<td>5.00</td>
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</tbody>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED:**

Books can be ordered by fax or telephone. For costs and further details use the 'Book Search' facility at http://bookshop.usq.edu.au by entering the author or title of the text.

MKT 2001 study package available from the USQ Bookshop.


(revised edition)

**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.

Your texts from Introductory Marketing and Consumer Behaviour.


(Journal will cost students approximately $A30 for twelve (12) issues.)

STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>30</td>
</tr>
<tr>
<td>Private Study</td>
<td>55</td>
</tr>
<tr>
<td>Report Writing</td>
<td>50</td>
</tr>
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<td>Tutorial</td>
<td>30</td>
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ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks Out of</th>
<th>Wtg(%)</th>
<th>Required</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>GROUP PRESENTATION-20 MINUTES</td>
<td>20.00</td>
<td>20.00</td>
<td>Y</td>
<td>04 Mar 2003</td>
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<tr>
<td>WRITTEN REPORT 2500 WORDS</td>
<td>30.00</td>
<td>30.00</td>
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<td>03 Jun 2003</td>
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<tr>
<td>2 HOUR EXAM</td>
<td>50.00</td>
<td>50.00</td>
<td>Y</td>
<td>END S1</td>
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NOTES:

. Presentation date to be advised.
. 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.

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. If you are an International student in Australia it is a requirement of your student visa that you attend all classes at your campus.

2 Requirements for students to complete each assessment item satisfactorily:
   To complete the assignments satisfactorily, students must obtain at least 50% of the marks available for the assignments in aggregate. To complete the examination satisfactorily, students must obtain at least 50% of the marks available for the examination.

3 Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks available for the assignment will apply for each working day late.
4 Requirements for student to be awarded a passing grade in the course:
To be assured of receiving a passing grade a student must attempt all of the summative assessment items, achieve an aggregated mark of at least 50% in the total marks allocated for the assignments, achieve at least 50% in the examination, and at least 50% of the available weighted marks for the summative assessment items. Students who do not qualify for a Passing grade may, at the discretion of the Examiner, be awarded a Supplementary Examination and/or assigned additional work to demonstrate to the Examiner that they have achieved the required standard. It is expected that such students will have gained at least 45% of the total marks available for all summative assessment items.

5 Method used to combine assessment results to attain final grade:
The final grades for students will be assigned on the basis of the weighted aggregate of the marks (or grades) obtained for each of the summative assessment items in the course.

6 Examination information:
This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); calculators which cannot hold textual information (students must indicate on their examination paper the make and model of any calculator(s) they use during 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 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL: http://www.usq.edu.au/SECARIAT/calendar/Part5/ or in the printed version of the current USQ Handbook. Students should also read The Guide to Policies and Procedures of the Faculty which can be found at the URL: http://www.usq.edu.au/handbook/2003/business/polproc/index.htm or in the printed version of the current USQ Handbook.

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 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 Course 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 20% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the Course Examiner. 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 Course 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 Course 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 Course 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 Course Examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted.

(iv) The Examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) The Examiner will not accept submission of assignments by facsimile. (vi) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner of the course to negotiate such special arrangements. (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 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.

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. To grade an assignment a marker does not need to read more words than the word limit of the assignment.

4 Text Books: It is the responsibility of the student to acquire a copy of the textbook 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 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.

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).