Description: Promotion Management

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cat-nbr</th>
<th>Class</th>
<th>Term</th>
<th>Mode</th>
<th>Units</th>
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<tr>
<td>MKT</td>
<td>2001</td>
<td>30174</td>
<td>1, 2004</td>
<td>ONC</td>
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Academic group: FOBUS
Academic org: FOB004
Student contribution band: 2
ASCED code: 080599

STAFFING
Examiner: Dawn Birch
Moderator: Michael Volkov

REQUISITES
Pre-requisite: MKT1001 Co-requisite: MKT1002

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 element 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
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;
• demonstrate an understanding of the nature of the elements of the integrated marketing communications mix;
• develop effective presentation skills including the use of relevant visual aids, such as PowerPoint;
• present material in correct written format including Harvard style referencing of sources;
• develop effective electronic communication skills;
• demonstrate self-direction in learning;
• prepare and deliver an effective oral presentation including the development of visual aids;
• prepare a formal written report on an IMC program; and
• demonstrate an ability to work as part of a team (on-campus students only).

TOPICS

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
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<tbody>
<tr>
<td>1. Introduction to Integrated Marketing Communication</td>
<td>6.00</td>
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<tr>
<td>2. Consumer Behaviour</td>
<td>7.00</td>
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<tr>
<td>3. Analysis of the Communications Process</td>
<td>10.00</td>
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<td>4. Promotional Objectives and Budgeting</td>
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<td>5. Source, Message and Channel Factors</td>
<td>10.00</td>
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<td>6. Creative Strategy Development and Implementation</td>
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<td>7. Media Planning and Role of the Advertising Agency</td>
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<td>8. Media Evaluation</td>
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<td>9. Promotional Mix Elements</td>
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<td>10. Promotional Evaluation</td>
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<tr>
<td>11. Special Topics and Perspectives</td>
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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.


(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.

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.


(electronic book)


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

Shimp, TA 2003, Advertising promotion and supplemental aspects of integrated marketing communications, 6th edn, Thomson/South-Western, Mason, Ohio.


**STUDENT WORKLOAD REQUIREMENTS:**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
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<tbody>
<tr>
<td>Lectures</td>
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<tr>
<td>Private Study</td>
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<tr>
<td>Report Writing</td>
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<tr>
<td>Tutorial</td>
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**ASSESSMENT DETAILS**

<table>
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<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>TUTORIAL ACTIVITIES</td>
<td>10.00</td>
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<td>02 Mar 2004</td>
</tr>
<tr>
<td>(see note 1)</td>
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<tr>
<td>GROUP PRESENTATION</td>
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<td>(see note 2)</td>
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<td>WRITTEN REPORT 2500 WDS</td>
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<td>2 HOUR EXAMINATION</td>
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<td>(see note 3)</td>
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**NOTES:**

1. Dates to be advised.
2. Week 5 or 6.
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.

**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 you are advised to attend all classes at your campus. Failure to attend may infringe the conditions of your student visa.

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 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 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/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/2004/bus.html.

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.

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.

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).