Description: Integrated Marketing Communication

Subject | Cat-nbr | Term | Mode | Units | Campus
---|---|---|---|---|---
MKT | 8009 | 2, 2010 | WEB | 1 | Toowoomba

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

STAFFING
Examiner: Anne-Marie Sassenberg
Moderator: Frances Woodside

OTHER REQUISITES
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>.

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 theoretical ideas and concepts and 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
10. demonstrate an ability to conduct market research
11. demonstrate an ability to research and analyse academic theories.

TOPICS

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

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).

(global 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.


(1st Australian edition)


(first Pacific Rim edition)


(electronic book)

Lane, WR, King, KW & Reichert, T2011, *Kleppner's advertising procedure*, 18th edn, Prentice Hall, Boston, Massachusetts.


(European edition)


(3rd Asia Pacific edition)

**STUDENT WORKLOAD REQUIREMENTS**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directed Study</td>
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</tr>
<tr>
<td>Private Study</td>
<td>65.00</td>
</tr>
<tr>
<td>Report Writing</td>
<td>50.00</td>
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</tbody>
</table>

**ASSESSMENT DETAILS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg (%)</th>
<th>Due date</th>
<th>Objectives assessed</th>
<th>Graduate skill</th>
<th>Level assessed</th>
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</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1</td>
<td>20</td>
<td>20</td>
<td>20 Aug 2010</td>
<td>10, 11</td>
<td>1, 2, 3, 4</td>
<td>3, 3, 3, 3</td>
</tr>
<tr>
<td>ASSIGNMENT 2</td>
<td>30</td>
<td>30</td>
<td>01 Oct 2010</td>
<td>1, 2, 4, 5, 6, 9</td>
<td>1, 3, 4, 8</td>
<td>3, 3, 3, 3</td>
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<tr>
<td>2-HOUR EXAMINATION</td>
<td>50</td>
<td>50</td>
<td>END S2</td>
<td>1, 5</td>
<td>2, 3</td>
<td>3, 3</td>
</tr>
</tbody>
</table>

**NOTES**

1. Case study
2. IMC plan (written report 3000 words)
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.

**GRADUATE QUALITIES AND SKILLS**

Elements of the following USQ Graduate Skills are associated with the successful completion of this course.

<table>
<thead>
<tr>
<th>Skill</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethical Research &amp; Enquiry (Skill U1)</td>
<td>Advanced (Level 3 )</td>
</tr>
<tr>
<td>Problem Solving (Skill U2)</td>
<td>Advanced (Level 3 )</td>
</tr>
<tr>
<td>Academic, professional and digital literacy (Skill U3)</td>
<td>Advanced (Level 3 )</td>
</tr>
<tr>
<td>Written &amp; Oral Communication (Skill U4)</td>
<td>Advanced (Level 3 )</td>
</tr>
<tr>
<td>Managmt, Planning &amp; Org Skills (Skill U8)</td>
<td>Advanced (Level 3 )</td>
</tr>
</tbody>
</table>

**IMPORTANT ASSESSMENT INFORMATION**

1. Attendance requirements:
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:
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination. Students are not permitted to take mobile telephones, pagers or other electronic means of communication into the examination room.

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 Student Policies:
Students should read the USQ policies Definitions, Assessment and Student Academic Misconduct to avoid actions which might contravene University policies and practices. These polices can be found at the URL http://policy.usq.edu.au/portal/custom/search/category/usq_document_policy_type/Student.1.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 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>.