1. Administration

MARK2053 Session 2, 2005

Lecture: Wednesday 09.00-11.00 (BIOMED D, Upper Campus)

Eligibility: Pre-requisite: MARK 2051  
Co-requisite: MARK 2054

Lecturer: Peter Drinkwater, UNSW School of Marketing  
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Email: p.drinkwater@unsw.edu.au

Consultation: Thursdays 2pm – 3pm,  
Room 323 School of Marketing, JG Building Level 3

Tutors: Adrian Ng, Peter Drinkwater

Course Tutorial Coordinator: Mr Adrian Ng – Associate Lecturer  
Room: JG 320  
Phone: 9385 3615  
E-mail: adrian@unsw.edu.au
With this course we aim to introduce you to the contemporary environment of marketing communications, and give you an understanding of the various decisions and principles that marketing managers have to consider when developing communications and promotions plans.

An integrated approach is adopted, providing an appreciation and understanding of the role of media advertising, promotions, public relations, direct marketing and interactive electronic media.

The need to make use of both creative and analytical processes is explored and, to achieve this, the subject builds on your prior knowledge of consumer behaviour and the analytical skills of marketing research. These skills will come together in the formation of a marketing communications plan, which is the major assessable task for students undertaking this subject.

Specifically, the course aims to provide you with:

(a) An understanding of the elements of modern Marketing Communications - the tools, the players, the scope and future direction of the Australian Marcomms industry.

(b) A solid grounding in the principles of marketing communications and promotions management.

(c) An awareness of the different ways in which marketers communicate with their target audiences.

(d) Both an appreciation of the need to plan marketing communications in a comprehensive and integrated manner, and the basic skills necessary to prepare a marketing communications plan.

(e) A capacity to analyse specific marketing communications problems, and devise sound and practical solutions to these problems.

(f) An understanding of some of the research that marketers need to undertake to develop and evaluate the effectiveness of their communications.

Once equipped with this knowledge you should be able to address both theoretical matters (e.g. "how does advertising and promotion work?") and practical issues (e.g. "how should the communications budget be allocated across different media platforms and channels").

You will be well placed to appreciate the role and scope of marketing communications in the rapidly changing media and marketing landscape, and ought to feel confident about managing both strategic and tactical aspects of contemporary marketing communications planning.
3. Course Structure

The course is divided into four sections as described below.

Part 1: Integrated Marketing Communications

Part 1 is designed to introduce the marketing communications environment and establish the importance of planned integrated marketing communications (IMC). IMC highlights the integration of advertising, public relations, interactive electronic communications, direct marketing, promotions, event sponsorship, etc. in a marketing communications program. From this discussion it is evident that media advertising is not the be all and end all of marketing communications. However, the course is biased toward media advertising in relation to the managerial planning process that is introduced in Part 2. One consequence of this is that personal selling will not be looked at deeply in this course as a means of marketing communication. The current state of the advertising industry, setting of marketing objectives, budgeting, and an examination of the scope of advertising influence make up the components of this first section of the course.

Part 2: Step-by-Step Through the Communications Process

Part 2 is designed to explain each step of the communications planning process. These steps comprise: the target audience selection and action objectives, communications objectives, creative strategy, ad–testing, media planning and strategy, and IMC scheduling. This process is looked at initially in relation to main above-the-line media advertising, with applications of additional media channels being dealt with in Part 3. The planning process introduced is the theoretical substantive part of the course and will be used as a reference guide for students in their major assessable task of preparing a Marketing Communications Plan.

Part 3: Supplementary Media Platforms

Part 3 presents the main extended channels of marketing communications for analysis and inclusion in students’ major group project. These ancillary media formats include: Direct Marketing, POP Design, Online Communications, Ambient Media, Sales Promotions and Public Relations. The planning process described in Part 2 will also be examined in the light of this broader media planning framework.

Part 4: Integration, Evaluation and Broader Issues within Emerging IMC

Part 4 of the Course looks at achieving total communications campaign synergy in the light of the rapidly changing integrated media environment. We look closer at new interactive media and re-visit some of the IMC issues in the light of new technological influences. Total Campaign evaluation measures are examined and ROI criteria across the wide range of communications channels are reviewed. The Final Topics in this section deal with social marketing, the impact of new technologies, and the ethical and legal considerations of advertising practice.

A summary timetable that follows outlines the proposed course lecture program, along with text references.
### Part 1: Integrated Marketing Communications

<table>
<thead>
<tr>
<th>Week</th>
<th>Theme</th>
<th>Belch Text</th>
<th>Other Text Ref</th>
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</thead>
<tbody>
<tr>
<td>W1</td>
<td>27/07</td>
<td>Course Overview. Introduction to IMC. IMC players - the MarComms industry in Australia. Definitions of advertising.</td>
<td>Ch 1</td>
</tr>
<tr>
<td>W2</td>
<td>3/08</td>
<td>Scope of Marketing Communications. A model of how advertising ‘works’. IMC and the communications process. Advertising Value.</td>
<td>Ch 4, 5, 6</td>
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<tr>
<td>W3</td>
<td>10/08</td>
<td>The Communications Process &amp; IMC – Client and Agency structures. Marketing Objectives and Budgeting. The six steps of an IMC Program.</td>
<td>Ch 3, 7</td>
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### Part 2: Step-by-Step Through the Communications/Advertising Process

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<th>Week</th>
<th>Theme</th>
<th>Belch Text</th>
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<tbody>
<tr>
<td>W4</td>
<td>17/08</td>
<td>Segmentation and Target Audience Selection; Segment Action Objectives and Leverage.</td>
<td>Ch 2,4</td>
</tr>
<tr>
<td>W6</td>
<td>31/08</td>
<td>Creative Process and development. Creative strategy overview. Advertising executions across different media platforms.</td>
<td>Ch 8,9</td>
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<tr>
<td>W7</td>
<td>7/09</td>
<td>Message structures for persuasion. Brand recall and Advertising equity. Use of ad appeals, endorsements and spokes-people.</td>
<td>Ch 5,9</td>
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<tr>
<td>W9</td>
<td>21/09</td>
<td>Media Strategy principles and practice. Effective reach &amp; frequency. Media Qualitative Effects. Campaign Scheduling.</td>
<td>Ch 10 part 2.</td>
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**MID-SESSION RECESS**

### Part 3: Supplementary Media Platforms

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<th>Week</th>
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<tr>
<td>W10</td>
<td>5/10</td>
<td>Media Strategy and the main media channels. Medium comparisons. Planning tools. Online Marketing overview and strategy. GUEST LECTURE: Media focus.</td>
<td>Ch 11-12,15</td>
</tr>
<tr>
<td>W11</td>
<td>12/10</td>
<td>Introduction to supplementary media channels: Direct Marketing, Ambient Media, POS, Branding, Logos, Packaging &amp; Sponsorship, Branded Entertainment/Product Placement.</td>
<td>Ch 13,14</td>
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<tr>
<td>W12</td>
<td>19/10</td>
<td>Ancillary IMC: PR, Cause-Marketing and Corporate Advertising. Introduction to Sales Promotions and SP Management. GUEST LECTURE: How to Pitch.</td>
<td>Ch 16,17</td>
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4. Summary Timetable – MARK2053 2005 (continued)

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<tr>
<th>Week</th>
<th>Theme</th>
<th>Belch Text</th>
<th>Other Text Ref</th>
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<tbody>
<tr>
<td></td>
<td>Part 4: Integration, Evaluation and Broader Issues within emerging IMC</td>
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<tr>
<td>W14</td>
<td>2/11 The Ultimate Pitch Showcase</td>
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5. Teaching Methods & Format

Lectures

This is a classroom-based course and, as such, the approach will be fairly didactic. However, we will try to vary the pace by having a mix of formal lectures, exercises, case studies and some visiting speakers from the advertising and media industries.

The purpose of the lectures is to give you both a local and contemporary perspective on the world of integrated marketing communications presented in the texts and readings, as well as provide managerial frameworks for the planning and development of marketing communications and promotions programs. These frameworks draw on the accumulated wisdom of both marketing practitioners and academics. It is to be hoped that in looking at these frameworks we can focus on best practice, rather than merely hold up a mirror to what is found in the Australian marketplace at large. It is not enough simply to describe current practices.

Tutorials

Tutorials are an important component of the course. They provide an opportunity for you to involve yourself with the Course content and interact with the course material in tutorial groups. The structure of the tutorial program for this subject should enable you to gain some hands-on experience. Marketing Communications is a lively, fast paced and evolving industry, and participation in the tutorials is important for you to extract as much from this subject as you can.

A core component of the tutorials will be to provide feedback and guidance in the preparation and presentation of your major group assignment, the Marketing Communications Plan. Tutorials will serve as the presentation and feedback forum for the Plan components.

Other set Tutorial elements include Group Project Feedback (on an ongoing mentoring basis for other Student Groups), In-Class exercises and Take Home Tasks. The Tutorial program will be provided as a separate handout.

80% Student attendance is the compulsory minimum for tutorials in MARK2053. A tutorial participation mark of 10% has been set for this subject.
WebCT

We will be utilising WebCT facilities to provide lecture summaries, refer to additional course material, post announcements and place copies of course materials for this subject. For those students unfamiliar with or uncertain about access to WebCT, assistance is provided through NSWQ and the School of Marketing website: www.marketing.unsw.edu.au.

6. Assignments and Assessment

There are four components to your final grade:

**Major Group Project: Marketing Communications Plan** 50%
(undertaken in groups – 15% project component presentations, 10% Final Pitch 25% Final Submitted Report)

**Tutorial Participation, Exercise Results and Overall Performance** 10%
(individual)

**Final Examination*** 40%
(individual, closed-book)

*You must satisfactorily pass the Final Examination to obtain a Pass Grade or Above for this subject.

More information about these Assessment Elements and the Tutorial Program will be provided via separate handouts.

Your tutors will also be able to offer further guidance regarding assessment and provide indications of grading scales utilised for tutorial group presentations.

7. Textbooks, Readings and Further Information

**Subject Textbook**

Belch, George & Belch Michael.

'*Advertising and Promotions: An Integrated Marketing Communications Perspective'*

The bookshop has copies for purchase, and there is a useful reference website featuring latest edition updates, links and resource material for students. [http://www.mhhe.com/business/marketing/belch5e](http://www.mhhe.com/business/marketing/belch5e). Copies of this text are also available in Open Reserve.

This textbook has been chosen due to its international popularity and acceptance as a good all-round descriptive IMC resource, and its inclusion of many contemporary interactive communications channels for study within modern marketing communications. It does contain background material previously covered by students in Consumer Behaviour and Marketing Fundamentals (pre-requisites to this subject), which can be revised by students at their own pace.
Although quite readable and instructive, the text does not offer a strong managerial approach to IMC – and as such will be supplemented throughout this course with additional readings, handouts and lecture notes. In particular, we will be introducing a communications planning model and checklist based upon another IMC text (Rossiter and Percy, see –below) which will form the basis of the Communications Planning component of the subject.

The Belch & Belch text is also strongly North American based, and we will try and compliment the material presented with our own local Australian examples and perspectives when appropriate in the lectures and tutorials to increase relevance for students.

Recommended Texts:


The book provides a more managerial perspective on the subject of marketing communications and promotions management. It is a more sober and serious textbook, in contrast to many of the glossier approaches to IMC. Despite its gravity, it introduces many valuable disciplined managerial approaches to IMC planning, which we will take on board and adopt throughout this course – particularly the communications planning process, as mentioned above.


This text provides a good discussion and summary of the range of integrated marketing communications channels and how they can be used for effective marketing communications. It is especially strong on the managerial aspect of sales promotions, which is not covered fully in Rossiter and Belch.


Another good all-round prescriptive text covering most aspects of IMC. Especially strong on advertising development through contemporary ad mediums.

These texts are available from the Bookshop as well as being held in Open reserve.

Industry sources

At times you will find the lecture material is slanted differently with student textbook analysis. In a few areas debate is ongoing about best practice within the Marketing Communications field, and many practitioners see the world differently from textbook approaches. This is the reason we also provide you with Supplementary Readings on WebCT - allowing you to get a perspective from the latest industry participants operating out there now in the advertising / marketing field.
Further Information

For the main assignment you are encouraged to read more widely. Textbooks, specialist books, popular books, case-histories, journals, industry web-sites, etc. – all these can be of help.

Informal Learning

Typically, you will gain much more from this course by trying to get below the surface of the subject. So, do not only rely on formal lectures, assignments, textbooks, etc. Here are a few suggestions on how to do this:

(a) Keep your ears and eyes open. Look at the bus-shelter ads at Eddy Ave and billboards along South Dowling Street. "Deconstruct" television commercials on Pay and Free-To-Air TV. Flick through glossy magazines – from B to She. Read some of the classified adverts in your community newspaper. Check out banner-adverts on the Web. Next time you receive a direct-mailing from Westpac, David Jones or American Express examine the letter and the offer. Before you throw out the inserts that fall out of the middle of the in the Sunday paper, have a look at them and determine their marketing purpose. Consider the "money-off" signs when pushing your shopping trolley around. In all these cases, think about the management of these communications - what were the goals, who was the intended audience, how much did it all cost, and was it effective?

(b) Develop the habit of scanning the relevant trade magazines such as B&T Weekly, Ad News, Professional Marketing, etc. These tend to have a lot of industry gossip, but they also give you a feel for how the industry operates and an idea of the challenges it faces. Also, regularly read the 'Message' section in the business pages of the SMH, The Marketing and Media Section of the Fin Review on Mondays plus The Media Liftout each Thursday in The Australian. They are useful for up-to-date developments and IMC brief case-histories. Furthermore, discounted student rates are available in many instances.

(c) Success in this field is not a purely intellectual matter. It is skills-based as well. Media-buying is a skill. Copy-writing an advert or press release is a skill. Direct selling is a skill. You cannot learn these skills simply by attending lectures, so if possible try to practice your skills outside of the classroom. Offer to help a student society prepare a press release. Help a student newspaper to sell advertising space. Undertake some commercial radio broadcasting - there are plenty of community-based stations in Sydney. If you are working part-time at Domino's Pizza or Dymocks, consider how these organisations communicate with their customers and other stakeholders (including employees).

These are just a few of the ways you can help to make the themes of this course "come alive". Of course, you need the formal knowledge as well, otherwise you will merely have a long list of anecdotes and gut-feelings.
8. Conduct & Advice

Lectures

Class participation is welcome, providing it is constructive, to the point, and directed through the lecturer. Legitimate class participation includes responses to questions asked by the lecturer or tutor, questions asked of the lecturer or tutor, and constructive observations and comments made to the whole class via the lecturer or tutor.

Other forms of participation and background chatter are not acceptable. In large classes other forms of participation tend to be distracting for the bulk of students, lecturers and guest speakers. Persistent background chatter may result in you being asked to leave the lecture theatre.

Please turn off mobile-phones during lectures. Also, note that the tape-recording of lectures is not permitted without prior consent.

We do not insist that you attend lectures for this subject. However, examination questions may be set which presume you have an understanding of material only discussed in lectures. Also, it is not the purpose of tutorials or consultations to repeat material previously discussed in the lectures, but missed through non-attendance.

Tutorials

The on-line Tutorial Allocation System (TAS) should be used to enroll in a specific tutorial slot. Links to and messages about TAS are available on the Faculty home page (http://www.fce.unsw.edu.au). If you experience problems, in the first instance consult with the TAS administrators and if problems remain contact Margot Decelis in the School Office, Marketing.

An 80% attendance record applies. An attendance register will be kept. Constructive participation is expected in tutorials.

Please turn off mobile-phones during tutorials. The tape-recording of tutorials is not permitted without prior consent.

Consultation

Please take advantage of consultation times. Attempts to see staff outside these times may result in disappointment (eg. we may be away from the campus, teaching other classes, or working on research projects).

E-mail correspondence will be treated as consultation and dealt with periodically – not everyday. You are unlikely to receive an immediate response if the e-mail is sent on a day not ordinarily set aside for this course (specifically, if it sent on a day other than Wednesday or Thursday). Consultation hours for the Lecturer have been slated for Thursdays 2pm -3pm during the Session, Room 323, School of Marketing.

The tape-recording of consultations is not permitted without prior consent.
Further Help

Additional learning and language support, tailored to the needs of Commerce Students, is available from the Education Development Unit (EDU) in the Faculty of Commerce & Economics. The EDU provides individual and small group consultations, academic skills workshops, and a range of study skills resource materials and handouts. More information is available from the EDU website, http://education.fce.unsw.edu.au. If you special require advice and assistance with assignment writing, academic reading and note-taking, oral presentation, study skills or other learning needs you can also contact the learning advisers in the Unit: located in Room 2039, The Dean's Unit, Level 2, Quadrangle Building, UNSW. Contact Carolyn Cousins, phone 9385-6087, c.cousins@unsw.edu.au. The service is free.

Written Assignments

It is not the purpose of this course to turn you into a copywriter. Nevertheless, it is worth keeping in mind the discipline of a copywriter - to be brief, concise and succinct, and to write clearly in a way that communicates to the intended audience. If it helps, keep in mind how a busy manager is likely to react to your work. Continually practice the skills of writing precise succinct Executive Summaries. Apart from helping you in this course, it will aid you in your future careers no end.

( Failure to write clearly will have an impact on your grade, especially if it is impossible to assess your understanding of marketing concepts because of problems with your written English. Make use of the spell-check facilities on your word-processor and proof-read all your work before submission. If English is not your first language, have someone read through your work before submitting it. Remember it is not the job of your lecturers or tutors to "decipher" or "translate" your work).

A “Guide to the Presentation of Assignments” is available on the School of Marketing web-page in the “courses & timetables” section, listed under “undergraduate programs” (http://www.marketing.unsw.edu.au). This is designed to help marketing students in the presentation of written assignments and covers issues such as structure, referencing and quotations.

Plagiarism

You are encouraged to read widely and draw on different sources of information throughout this course. Please reference all material consistently using the Harvard system or an equivalent standard. If you make a direct quotation, you must fully cite the source and give page numbers. Failure to do so is plagiarism, and this will result in the loss of your written assignment grades.

The rules on plagiarism apply equally to Web-based sources. Give as precise a reference as possible so that another reader can find the section you have quoted. Also, do not solely rely on web-based sources - not everything is to be found on the web (yet!).

Plagiarism and other forms of academic misconduct are every serious issues for students and may well impact on you ability to successfully complete your degree. Please refer to the Faculty’s discussion and policy on these issues and your rights and requirements as UNSW Students at: http://www.fce.unsw.edu.au/current_students/responsibilities.shtml#misconduct
Submission of material

Observe the submission deadlines described in the project assessment handouts. Penalties will apply if submissions are late. Deadlines are concrete in most cases.

Examinations

Final examination procedures are governed by University rules. All students are expected to sit for the final examination. It is not possible to offer examinations earlier or later than the time set by the University.

If for any reason you cannot attend the final examination, then you must submit a Special Consideration Form to the Registrar (do not submit this form to lecturing staff or the School of Marketing). You will be informed, in writing, of the decision of the Registrar. The procedures for Special Consideration are posted on the Students Gateway website: http://www.student.unsw.edu.au/atoz/atoz-Special.shtml

Remember if you fail to sit the final examination and have not submitted a Consideration Form, or have your consideration turned down, you will have to terminate your enrolment in the subject or repeat the subject in the following year.

Grades

Grades are non-negotiable. Do not waste your time and ours by trying to haggle.

If you have not performed as well as you expected, re-double your efforts to understand the course material, read more about the subject, talk through the material with your peers and tutors, revise and practice more thoroughly before examinations, allow time to revise written work before you submit it. These courses of action will be more productive than attempting to have your grades altered.

Feedback

The assignments have been structured in such a way that you will obtain some reasonably early feedback. There will be an initial communications case presented in tutorials that you will be asked to review in week 2 - you will receive feedback following this exercise and this will continue throughout the term. With regard to the Marketing Communications you will be getting feedback in tutorials as the course progresses to help you move onto the next stage. Some of this feedback will be verbal in tutorial, so please note down the advice.

Peer Assessment and Privacy

The facility for Peer Assessment (whereby students can provide feedback as to the overall contributions of individual members in their group) is offered in special circumstances for those students feeling disadvantaged by perceived unequal workloads in their group work. This system should be considered as a last resort to resolve group inequities and difficulties, with a clear preference given for inter-group negotiation and establishment of agreed set accountabilities to resolve these issues.

If required, the Peer Assessment System would not conflict with UNSW’s Privacy policy.