1. COURSE STAFF

Course co-ordinator: Al Marshall
Office: John Goodsell Bldg Level 3
Consultation times: Monday 4-6pm or by appointment
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1.1 Communication with Staff
If you need to consult me outside my consultations hours, call and make an appointment. Alternatively feel free to email me and I will get back to you shortly.

2. INFORMATION ABOUT THE COURSE

2.1 Teaching Times
Lecture: Monday 6.00 – 9.00 pm

2.2 Units of Credit
The course MARK5810 is worth 6 OC.

2.3 Relationship of this course to other course offerings
The course MARK5810 - marketing communication and promotion - is about promotion, one of the Ps of the marketing mix. It links marketing management concepts learnt in other marketing courses with the contextual perspective involving the different elements that underpin and contribute to integrated marketing communications. A study of MARK5810 complements the wider array of subjects taught in the MCom, marketing specialisation, and the MCom in general.

2.4 Approach to learning and teaching
Mark 5810 has been designed to provide students with a general understanding of marketing communication and promotion. It will be taught in an application-oriented fashion. The various concepts and principles will be taught through lectures, tutorial discussion questions and video examples. The emphasis is on experience-based learning; it will draw upon the experience of both students and teaching staff to provide practical examples of the models and concepts in the area of marketing communication and promotion. The diverse cultural mix of students will be used to provide practical examples of how culture impacts on a range of communication and promotion issues. Assignments and case presentations will be used to reinforce concepts in both a cross cultural and contextual settings.
3. COURSE AIMS AND OUTCOMES

3.1 Course Aims

In the new millennium, almost everyone in the world is influenced to some extent by advertising and other forms of promotional activities. Organizations in both the private and public sectors, irrespective of whether they are big or small, profit oriented or non-profit, have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. Promotion is one of the elements of a company’s marketing mix – one of the Ps. The way to grow a business is through marketing - a discipline concerned with creation of ‘value’ and exchange of ‘values’ between marketers and their customers. No organisation can succeed in value creation and exchange facilitation without a creative approach to marketing where everything must change on a regular basis and these changes must be made known to prospective or actual customers. This is where the communication and promotion function comes in. It is very closely related to the basic purpose of business which "is to create customers". Creating awareness of the organisation’s offerings is the task of the communication and promotion function. The advantages gained by an organisation through the marketing of quality products at competitive prices may be lost if due attention is not given to communication and promotion.

As consumers, we purchase goods and services every day. However, to make us buy these products, the organisations offering them try to appeal to our basic motives and desires with enough strength to move us toward action i.e., purchase. As consumers and/or B2B customers, we encounter and often deliberately seek communication from a variety of sources. But motivating someone to buy something is not easy. It requires effective communication, which involves an integrated approach and requires a distinctive approach to marketing strategy - both in its development and implementation. Given the ever increasing complexity of business, globalization, fierce competition and ever changing customer behaviour among others, special understanding and skills are required to create and communicate an appeal that motivates customers. To understand the role of Advertising and Promotion in today's business world, one must recognize how an organisation can use all the promotional tools to communicate with its customers.

This course is devoted to explaining marketing communications from the strategic perspective of the decision makers both inside and outside the organisation. More specifically, it is designed to provide students with an understanding of the various components of communication streams flowing into and out of an organisation, their application in real life situation and managerial implications.

A central theme of the course is, thus to introduce students to major concepts and theories relevant to the study and practice of marketing communication and promotion. After completing the course, students should become conversant with the terminology, frames of reference, and approaches to research employed by marketing practitioners, academics and researchers and develop skills related to critical analysis and problem solving in this area. A related, second objective of the course is to stimulate students to pursue further studies.
in the subject while providing a firm foundation for it. The more general aim of the course is, however:

- To inform you about the best current thinking on marketing communication and promotion through contemporary lectures, current case analysis and discussions about consumer research
- To familiarise you with various aspects of promotional mix that organisations utilise and customers experience.
- To immerse you in the communication and promotional issues facing organisations, so that you can apply your knowledge & skills in analysis and problem-solving.

As you complete this course, hopefully you will emerge as a more knowledgeable marketing manager and/or consultant, a more informed and demanding consumer, and a more considerate and customer-aware manufacturer or service provider.

3.2 Student Learning Outcomes

At the completion of this course students should be able to:

1. Explain why communication and promotion are important to modern business and demonstrate how this impacts on design and execution of marketing strategies of the firm.

2. Explain the various components of promotional mix, their dynamics, design and their implication for the organisation and its target market(s).

3. Demonstrate their ability to use the various tools available to marketing communication planners and provide guidelines as to their application. Describe and discuss their implications for strategy development.

4. Develop an integrated approach to communication management covering the full spectrum of marketing communication tools.

5. Develop communication strategies and implement them

3.3 Teaching Strategies

This course will be conducted on a lecture and discussion basis. Importantly it will draw upon the experience of both lecturer and students, via classroom discussion, to provide relevance using concepts, models and real world examples. Tutorials will be used so that students have an opportunity to further engage with their peers. Another important element is the discussion within the framework of assignments. Finally the major project will allow students to draw on their knowledge to see how the various promotional concepts and theories can be applied.

It is your responsibility to study the set reading prior to class in order that you may contribute, participate intelligently and thus gain maximum value from the course.

- The lectures will primarily summarise and synthesise the key points in the thematic area being covered and to explain and/or elaborate upon the more difficult principles. Furthermore the lectures will be used to
provide real world examples and managerial implications of theories, concepts and models.

- The tutorials will be primarily used for discussion of the tutorial questions, and discussion of the assignments and assigned readings (where necessary) to reinforce concepts.

4. STUDENT RESPONSIBILITIES AND CONDUCT

For information on your responsibilities regarding workload and keeping informed, please refer to the School of Marketing’s website.


4.1 Attendance

Your regular and punctual attendance at lectures/tutorials is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.

4.2 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au

5. LEARNING ASSESSMENT

5.1 Formal Requirements

In order to pass this course, you must:
- perform satisfactorily in all assessment tasks
- achieve a composite mark of at least 50; and
- gain at least 50% of the allocated marks in the final exam.

5.2 Assessment Details

A summary of various Assessment components are presented in the Table below.

<table>
<thead>
<tr>
<th>Assessment Component</th>
<th>Component Weighting</th>
<th>Date Due</th>
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<tbody>
<tr>
<td>Major Paper</td>
<td>20%</td>
<td>Week 5</td>
</tr>
<tr>
<td>Campaign Project</td>
<td>25%</td>
<td>TBA</td>
</tr>
<tr>
<td>Mid Semester Examination</td>
<td>20%</td>
<td>Week 7</td>
</tr>
<tr>
<td>Final Examination</td>
<td>35%</td>
<td>Formal Exam Period</td>
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Collectively, these assessments and examinations are designed to test your:

- understanding of the concepts and theories,
- ability to relate and apply them to real managerial issues and problems,
- ability to examine issues in a cross cultural framework,
- presentation skills

5.2.1 Major Paper (20%)

The major paper topic will be provided in Week 2 and centres around researching and analysing the principles of integrated marketing communications (IMC). The major paper will require considerable research, as well as applied thinking. It is to be undertaken in groups in two. Maximum word length is 2500 words, excluding bibliography and appendices. Academic referencing is absolutely mandatory. Non-referenced papers receive an automatic fail. Referencing must be complete and use either APA or Harvard format.

The paper is due in week 5 in the School of Marketing Assignment box 1 (Level 3 John Goodsell Building). Absolutely no extensions will be granted. The paper should be cleanly typed, double-spaced on A4 paper with pages numbered and 2cm margins. An Abstract (150 words max.), sub-headings and list of references should be included. Staple the paper with a cover sheet, which provides your name, student number, and subject details. NOTE: Do not use plastic or board covers or folders.

5.2.2 Campaign Project (25%)

The client we will be designing campaigns for this semester will be identified in Week 3.

You will be required to design an integrated marketing campaign for a selected brand. In doing so you will need to discuss strategic planning, consumer insights, creative strategy, media strategy, and your recommended ‘below the line’ strategies. It is to be undertaken in groups of 4. A hard copy of the campaign presentation (2500 words max) is required, excluding bibliography and appendices. See notes in 5.2.1 above regarding Referencing.

The paper is due on a date to be announced in Week 3 at the time of the campaign briefing. It will be due in the School of Marketing Assignment box 1 (Level 3 John Goodsell Building) on this date. Absolutely no extensions will be granted. The paper should be cleanly typed, double-spaced on A4 paper with pages numbered and 2cm margins. An Abstract (150 words max.), sub-headings and list of references should be included. Staple the paper with a cover sheet, which provides your name, student number, and subject details. NOTE: Do not use plastic or board covers or folders.
5.2.3 Mid Semester & Final Examinations (20% & 35%)

The mid semester examination (to be held Week 7 in the lecture) will comprise a number of compulsory essay style questions covering Week 1-6 materials from the lecture series, tutorial discussions and the textbook. Duration – 1 and ¾ hours. The final examination will focus on the material from the lecture series, tutorial discussions series (week 7 onwards) and the textbook. The examination will be more reflective of the material from Week 7 onwards (though not exclusively so). Duration – 3 hours. Note: a student who obtains less than a pass (50%) in the final examination will receive a grade of Fail even if the total assessment mark in the subject is above 50% (i.e. it is necessary to pass the final examination).

5.3 Late Submission

Information about late submission of assignments, including penalties, is available on the School of Marketing’s website.


5.4 Special Consideration and Supplementary examinations

Details relating to procedures for special consideration and supplementary exams can be found at:

http://www2.marketing.unsw.edu.au/nps/servlet/portalservice?GI_ID=System.LoggedOutInheritableArea&maxWnd=_Current_SpecialConsideration

NOTE: You only have 3 days from the due date of the assessment/exam in which to lodge a special consideration form.

6. ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see: www.my.unsw.edu.au/student/atoz/Plagiarism

Plagiarism is the presentation of the thoughts or work of another as one’s own.*
Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;

- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
• piecing together sections of the work of others into a new whole;
• presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
• claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at: www.lc.unsw.edu.au/plagiarism

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:
• correct referencing practices;
• paraphrasing, summarising, essay writing, and time management;
• appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne.

7. STUDENT RESOURCES
7.1 Course Resources

Prescribed Text

Suggested Texts


B&T and Advertising News (available at news stands) are also useful sources of contemporary Australian material, especially advertising.

Journals

- Ad Age Daily
- McKinsey Quarterly
- Harvard Business Review
- European Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Management Consulting
- Journal of Marketing
- Sloan Management Review

7.2 Other Resources, Support and Information

The University and the Faculty provide a wide range of support services for students, including:

- Learning and study support;
- Counselling support;
- Library training and support services;
- Disability support services;
In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:

- Examination procedures and advice concerning illness or misadventure;
- Supplementary Examinations;
- Occupational Health and Safety policies and expectations;

For information and links relating to the above services, please see [note School web pages where this information is presented]

8. CONTINUAL COURSE IMPROVEMENT

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process ([http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm](http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm)) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

9. DELIVERY SCHEDULE

<table>
<thead>
<tr>
<th>Lecture #, Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
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| 1. 24 July     | Introduction to Marketing Communication | Chapter 1
|                | Explanation of Subject & Assessment     | Chapter 2 |
| 2. 31 July     | Context & Organisation of Marketing Communications | Chapter 3 |
|                | Major Paper Briefing                    |          |
| 3. 7 August    | Marketing Communications Theory & Process | Chapter 5
|                | Campaign Project Briefing               | Chapter 6 |
| 4. 14 August   | Marketing Communications Objective Setting & Budgeting | Chapter 7 |
| 5. 21 August   | Creative Strategy & Implementation       | Chapter 8
|                | Major Paper Due                         | Chapter 9 |
| 6. 28 August   | Media Strategy & Implementation          | Chapter 10|
|                | Mid Semester Examination Briefing        | Chapter 11 & 12 |
| 7. 4 September | Direct Marketing & the Internet          | Chapter 14|
|                | Mid Semester Examination                 | Chapter 15 |
8. 11 September
Consumer, Trade & Sales Force Promotions
Chapter 16

9. 18 September
Public Relations & Publicity, Sponsorship, Events Marketing
Debriefing of Mid Semester Examination
Chapter 17

Mid Session Break

10. 2 October
Public Holiday

11. 9 October
Personal Selling & Interpersonal Communication
Chapter 18

12. TBA
International Marketing Communications
Chapter 20

13. TBA
Assessing Marketing Communications & Measuring Effectiveness
Chapter 19

14. TBA
Marketing Communications, Society & Ethics
Final Examination Briefing
Chapter 21
Chapter 22

10. TUTORIAL PROGRAM

The tutorial program is built principally around discussion questions that are designed to review and explore dimensions of each week’s topic covered in lectures. These questions appear below.

Tutorials also provide the opportunity to discuss the Major Paper, the Campaign Projects, the Mid Semester Examination and the End of Semester Test. The roll will be called at all tutorials.

10.1 Discussion Questions
There are a total of sixty-three discussion questions and subject participants are expected to address a number of these questions each week. These questions explore and expand upon themes covered in lectures and the set text for this subject.

You may be asked to prepare responses to the questions in the week prior to their discussion in the tutorial. There may also be small discussion groups in the tutorial, which will report back to the whole tutorial. Individual personal preparation for these questions prior to the tutorial is a good idea to maximise personal learning and to benefit the most from the tutorial sessions.

A number of these questions will appear in the Mid Semester and the Final Examination for the subject and participation of these questions and preparation in the tutorial discussions is a useful investment in preparing for the examinations. The questions are as follows:
Week 1: Introduction to Marketing Communications

Q1). “The purpose of all marketing communications is to maximize profits”. Discuss what this statement means and whether or not you agree with it.

Q2). Select a well known brand and describe its equity. How was the brand equity acquired?

Q3). Why do you think market communications developed in the first place, and why is there now such an emphasis on one to one, or one to few marketing communications?

Q4). Assume this university is currently undertaking a major marketing communications campaign targeting undergraduate students for its undergraduate programs. How could event marketing or sales promotion be used to increase enrolment?

Q5). “The basic reason for integrated marketing communications is that marketing communications will be the only sustainable competitive advantage for organisations in the future”. Comment.

Week 2: Context & Organisation of Marketing Communications

Q1). What reasons can you give for certain industries investing considerably larger proportions of their sales in advertising than other industries?

Q2). You are an Account Director at an agency that has just lost a pitch for a potential new account. You have a chance to ask the client who has turned you down five questions that will help you plan better for the future – what would your five questions be, and why?

Q3). Why is it so difficult to measure precisely the specific impact that advertising has on sales and profits?

Q4). As a marketing manager if you were in a position to negotiate a business relationship with an advertising agency, would you choose to compensate the agency via the traditional commission system or an incentive based system? Justify your choice. Why might an agency be reluctant to accept the latter system?

Q5). Discuss the pros and cons of using an in-house advertising department as opposed to an external advertising agency. Why was there a migration from the former to the latter?

Week 3: Marketing Communications Theory & Process

Q1). A sign may mean different things to different people. The red ribbon for example means different things to different people. Provide an example from your own experience in which a sign has different meanings. What are the implications for marketing communications?

Q2). Exposure as the initial stage of information processing is a necessary but insufficient condition for success. Explain.
Q3). There are numerous examples of marketing communicator’s use of bright colours, loud sounds and other intense stimuli to attract consumer’s attention. Are there any drawbacks in using intensive stimuli?
Q4). How might marketers determine the degree of involvement consumers have with their goods and services? What implications might this have for marketing communications?
Q5). What is subliminal perception? Describe how marketers might use this concept in the marketing of goods and services?
Q6). Discuss how semiotics can be of value in designing marketing communications. Select a piece of communication (an advertisement, a package or a direct mailer) and conduct a semiotic analysis of it

Week 4: Marketing Communications Objectives Setting & Budgets

Q1). Your boss, the Marketing Director, believes that the only goal of marketing communications is to generate sales. As the Promotions Manager what arguments would you use to convince your boss that communications objectives are important?
Q2). Outline how you would go about establishing a trial goal for i) a new service that home delivers gourmet meals from phone in orders (by cooperation with a selection of restaurants). There are no other competitors. ii) A new brand of instant coffee that you are about to launch in the Australian market
Q3). Establishing brand image is often difficult for new companies. Explain what these companies must do to establish a strong brand image.
Q4). Category need is obviously a communication objective whenever a new product category is advertised or promoted. But “selling the category:” also may be an objective for established products. Under what circumstances is this true?

Week 5: Creative Strategy & Implementation

Q1). One requirement for effective communications is the ability to break through the competitive clutter. Explain what this means, and provide several examples of advertising methods that successfully achieve this
Q2). Coke’s creative ideas have usually been linked to a slogan such as “The Real Thing”, or “Always Coke” (though the slogan is only part of the creative). How are such slogans linked to Coke’s presumed positioning strategy for the brand and comment on how well both these slogans fit the criteria of a good creative idea?
Q3). An important principle of persuasion for low involvement brand attitude is to make an extreme benefit claim. Pick two low involvement products, and design such a claim. Is there a “fit” between the attitude and the claim?
Q4). Provide two or three examples of music in advertisements that you think are particularly effective. For each example, explain precisely why you consider the music to be effective.
Q5). For long-term management of a brand’s communications what is the best policy as far as creative ideas are concerned? Can creative ideas be used for a long time? Is “wear out” inevitability?
Q6). Why do consumer packaged goods advertisers often use slice-of-life executions? Can such a type of execution be used for business-to-business goods?

Q7). Discuss the pros and cons of using a comparative advertising approach. Find an example of a current campaign where a marketer is using a comparative ad and evaluate the decision to do so.

**Week 6: Media Strategy & Implementation**

Q1). Why is exposure a difficult concept to define?
Q2). What is more important for an advertiser: maximising reach or maximising frequency? Where should one be emphasised over the other? Why does a trade off often have to be made? Explain in detail.
Q3). What does imagery transfer in radio advertising mean? What types of advertisers are most likely to use radio?
Q4). Discuss some of the advantages of in-flight advertising. What types of products might most effectively use this medium?
Q5). What are the advantages and disadvantages of cable television as an advertising media? Why are more national advertisers using this media as a viable advertising alternative?
Q6). You are addressing a conference of soft drink marketers from different companies, about the problem of TV advertising clutter. What would you advise them to do? What media alternatives are available?
Q7). Discuss the challenges and opportunities magazines and newspapers are facing from the growth of the Internet?

**Week 7: Direct Marketing & The Internet**

Q1). Collect your direct mail for the next week. Is it well targeted, is it creatively strong, has it been effective (and in what ways)?
Q2). What is database marketing, and for what types of businesses is it appropriate? What has to be done to make it successful? What potential ethical problems exist with its use?
Q3). What groups of consumers might find catalogues useful, and what aspects of catalogues might attract them? Are they more appropriate for certain product categories?
Q4). What should government regulators do to prevent telemarketing abuses? What kind of prohibitions, if any, should be placed on telemarketing?

**Week 8: Consumer & Trade Sales Promotions**

Q1). Describe the factors, which have accounted for the rapid rise of sales promotion. Do you think sales promotion will continue to grow at the expense of other communication mix elements?
Q2). Summarize the advantages and disadvantages of price-off promotions from the manufacturer’s and the retailer’s perspectives respectively?
Q3). Are sales promotions able to reverse a brand’s temporary sales decline and/or a permanent decline? Be specific.
Q4). Why is it so critical that communication objectives be clearly specified when formulating a sales’ promotion campaign?
Q5). What does a sales promotion trap mean? Find an example of a product category where a promotional war appears to be taking place. What are the options for a Promotions Manager in such a situation?

**Week 9: Public Relations & Publicity, Sponsorship, Events Marketing**

Q1). What role might sponsorship play in a campaign for a nationally distributed consumer good such as a soft drink brand?
Q2). What types of sports, social, or cultural events would be most worth investigating for event-marketing sponsorships by the following brands? On making your recommendations, consider the event’s target audience reach, computability with the company’s or brand’s position and message capacity: 1) Midas Mufflers 2) Freedom Furniture 3) Ski Yoghurt 4) Mister Minute
Q3). Offer a specific explanation of whether you think “The Fugitive” run on radio stations nationally was effective, and how might such effectiveness in this case be measured?
Q4). Identify two or three commercial rumours about a brand, a product category or a company. Describe how you think this rumour started and why consumers’ apparently think it newsworthy enough to pass along. How might these rumours be dealt with?
Q5). Many companies are now trying to generate as much free publicity as possible. Cite examples of this, and discuss the advantages and disadvantages associated with this strategy.

Q6). What qualities do you think it would take to become a great public relations practitioner?

**Week 10: Public holiday**

No lecture or tutorial questions

**Week 11: Personal Selling & Interpersonal Communication**

Q1). One form of sales presentation is called a canned presentation, which means that a salesperson uses the identical presentation time after time. What are the advantages and disadvantages of this type of presentation?
Q2). “Sales representatives should act as if they are on the customers payroll”. Evaluate this statement by explaining what it means and describe the advantages and disadvantages that may result when a salesperson acts in this manner.
Q3). Many Fortune 50 companies require entry-level marketing people to start off in sales. Explain the thinking behind this
Q4). Write a one-page summary as to why you would or would not be a good salesperson.

**Week 12: International Marketing Communications**

Questions to be supplied

**Week 13: Assessing Marketing Communications Effectiveness**
Q1). Discuss the nature and importance of feedback. In what ways do marketing communicators receive feedback from present and prospective customers?

Q2). How can you prove that the target audience has been exposed to the ads in your campaign and, further, that the ads received at least initial attention?

Q3). Discuss the reasons why some companies decide not to measure the effectiveness of their promotional programs. Explain why this `may or may not be a good policy

Q4). Why are creative personnel like copywriters often at odds regarding the creative aspects of campaigns? What steps might be taken to reduce this conflict?

Q5). You have been running the same advertising campaign for the last six months. The rate of sales of your brand is starting to slow; others in the marketing department have recommended a fresh creative approach as the solution. What would your recommendation be?

**Week 14: Marketing Communications, Society & Ethics**

Q1). What is your opinion regarding the ethics of product placements in movies targeted to children? Identify the arguments on both sides of the issue, and then present your personal position.

Q2). What is meant by the term puffery? Think of several examples of advertisements that use puffery. Should advertisers be permitted to use puffery? Justify this position.

Q3). Explain what corrective advertising is, and why it is so controversial. Evaluate the arguments for and against corrective advertising.

Q4). Shock advertising, such as the Benetton advertising in recent years clearly shocks and disturbs some consumers. Is this acceptable in the pursuit of the marketer's objectives? Should there be some monitoring and regulation of such communications.

Q5). Describe how cultural differences in the Australian marketplace might impact receiver's perceptions of advertisements? Provide examples.

Q6). If the 1980’s were the decade of the baby boomers and yuppies, and the 1990’s the decade of mature consumers, what will the current decade that will be the focus this decade?