



THE UNIVERSITY OF  
NEW SOUTH WALES

MASTER OF MARKETING

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# Integrated Marketing Communication

## MARK6021

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**The University of New South Wales**  
Sydney 2052 Australia

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# About the Course

## Timetable

Day	Seminar Number	Topic	Assessment
1 18.4.06 6-9 pm	1	Overview of IMC Introduction to IMC planning The changing face of marketing communications	
2 19.4.06 6-9 pm	2	Overview of communication tools: Mass advertising and sales incentives	
3 20.4.06 6.9 pm	3	Overview of communication tools: Direct advertising, publicity and sponsorship management	
4 22.4.06 9-4 pm	4	Overview of communication tools: Interactive communication and CRM  The IMC planning process  IMC Case workshop	Case Studies  National Aquaculture Council: Inland Saline Aquaculture (ISA) Communication Plan)  Program for early parent support integrated marketing communica plan
26.4.06 6-9 pm	5	Evaluating IMC planning IMC: current issues	Case Study i/TripV Discussion paper
27.4.06 6-9		IMC plans- presentation and discussion Course summary	IMC Planning Assignment

# Course Overview

Integrated marketing communication (IMC) is the coordination of all points of contact an organisation has with the marketplace. Traditional marketing communication vehicles such as advertising, public relations, direct marketing, sales promotion, the internet and other forms of new media are no longer isolated functions. An IMC approach is designed to leverage the synergy of combined functions. The course explores the development of the IMC approach and current issues surrounding implementation of an IMC approach; provides an overview of the communication tools and an introduction to the IMC planning process.

Communication planning is an integral part of marketing planning and cannot be done without dialogue between all parties who manage the various marketing elements necessary to a comprehensive marketing plan. Therefore the course assumes that participants will have a good understanding of the marketing function in organisations, consumer behaviour and business structures.

## Course Aims

By the end of this course, students should be able to:

- Fully understand all aspects of integrated marketing communications
- Appreciate the issues that an organisation needs to address if IMC is to be adequately implemented
- Understand IMC planning
- Develop and evaluate IMC plans

# Workload

It is expected that you will normally spend 5 to 6 hours a week studying this course. In addition to attending classes, you will need to devote time to:

- Reading and researching
- Class preparation
- Practice exercises
- Assessment tasks

In periods where you need to complete assignments or prepare for examinations the time required may be greater. If you lack background knowledge for the course – whether in quantitative techniques, academic writing skills or other areas – you may also need to devote additional time.

Please note that Faculty reviews consistently show that two factors have a detrimental effect on students' academic performance:

- Undertaking an excessive workload of study and paid employment
- Poor time management, especially insufficient time devoted to study outside of classes

You should take the required workload into account when planning how to balance study with paid employment and other activities.

# Format and teaching approach

This course consists of five, 3 hour and one all-day (7hr) sessions/ workshops. The format is a combination of information delivery and dialogue. Tasks/exercises will require participants to contribute expertise and will also require some pre class preparation as we will be using case studies and exercises. As the course is short, but intensive, you are required to attend sessions and to read the set material.

There is no exam for the course but you will be expected to complete and submit assignment by the set dates.

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# Staff and contacts

## Course Coordinator

Course Coordinator: Margaret Craig-Lees

Email address: [m.craig-lees@unsw.edu.au](mailto:m.craig-lees@unsw.edu.au) or [mcraigle@aut.ac.nz](mailto:mcraigle@aut.ac.nz)

Telephone: +64 9 921 9999 Ex.5800

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# Resources

There is no prescribed text for the course but should you wish to own or otherwise access a suitable text to use as a resources, then any of the following texts would be useful. It is suggested that prior to the class you should read one of the texts to familiarise yourself with related principles and concepts. The texts are available from the UNSW library.

T.A. Shimp (2003) *Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communication (6th edition)*. Thompson: Mason Ohio.

W. Arens (1999) *Contemporary Advertising (7th edition)*. McGraw-Hill, Boston.

G. Belch and M. Belch (2003) *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill, Boston.

K.E. Clow and D. Baack (2004) *Integrated Advertising, Promotion, and Marketing Communications (2nd edition)*. Pearson Prentice Hall, NJ.

Pickton, D and Broderick, A. (2005). *Integrated Marketing Communications 2<sup>nd</sup> Ed.* Prentice Hall: Harlow.

You may also find it useful to access:

Ogden, J. (1998) *Developing a creative and innovative integrated marketing communication plan: a working model*. Prentice Hall: Saddle River NJ.

## Other useful resources

Journal of Advertising

Journal of Advertising Research

Journal of Consumer Research

Sloan Management Review

Journal of Marketing

<http://www.oaaa.com.au/>

<http://www.magazines.org.au/driver.asp?page=home>

<http://www.afa.org.au/WebStreamer/index.html>

<http://www.trial.warc.com/Content/Content/AFA.asp>

<http://www.adma.com.au/asp/index.asp>

<http://www.pria.com.au/>

<http://www.ketupa.net/australia.htm>

<http://www.ami.org.au/awards.asp?nv=6>

[http://www.bandt.com.au/company\\_browse.asp?Filter=I](http://www.bandt.com.au/company_browse.asp?Filter=I)

[http://imc.sdsu.edu/left\\_links/faculty/broom.htm](http://imc.sdsu.edu/left_links/faculty/broom.htm)

<http://www.mrsa.com.au/>

# WebCT

Master of Marketing courses use a WebCT environment for all on-line components. Please ensure that you have access to WebCT as this will be your major link to course information, relevant articles and the most effective contact point for questions relating to the course and assignments.



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# Assessment

You will be required to read and evaluate four case studies, prepare a discussion paper and prepare an integrated marketing communication plan. Assignments will accrue a total mark of 100%. There is no final exam.

## **Class Participation Activities**

Please read and prepared a two page report on each of the two cases (listed below). The cases are examples of IMC plans- your task is to identify and list the strengths and weaknesses of each plan. This task will count as class participation and so the quality of the written and reports and your contribution to class discussion will be assessed out of 15%.

- (1) National Aquaculture Council: Inland Saline Aquaculture (ISA) -Communication Plan
- (2) Program for early parent support - integrated marketing communication plan

These cases are available on the WebCt site. The report should be prepared for class on the 22<sup>nd</sup> April.

## **Case studies evaluation**

Using an established framework such as the RABOSTIC planning model (Chapter 13- Integrated Marketing Communications- David Pickton and Amanda Broderick)\* evaluate the planning process of the **iTrip/V - IMC Plan** (download from WebCt).

\*A copy of this chapter is available on WebCT

Assessment will be based on:

A demonstrated understanding of the principles involved in communication planning

Quality of case evaluation

**Due: 26<sup>th</sup> April**

**Weight: 25%**

**Word length: 1500- 2000 (approx).**

## **Discussion Paper**

Although IMC has increasing acceptance with practitioners its future is not clear. The main problem is managing the process. Your task is to read the relevant literature, summarise it, identify the key issues and suggest ways in which organisations could best manage IMC.

Some relevant articles can be accessed via WebCT although you are encouraged to seek additional resource material.

Assessment will be based on:

- Demonstrated understanding of concepts and principles
- Quality of perspectives and alternatives evaluation and argument coherence
- Quality of own ideas /thinking
- Systematic presentation of concepts
- Understanding of relevant literature and its theoretical grounding

**Due: 24<sup>th</sup> April**  
**Weight: 30%**  
**Word length: 2000- 2500 (approx)**

### IMC Planning Task

Using the information set out in the NIVEA case prepare an integrated marketing communication plan for the launch of the NIVEA Vital brand. The case is available on WebCT. Reference should be made to the RABOSTIC model (Chapter 13- Integrated Marketing Communications- David Pickton and Amanda Broderick) and/or to Ogden, J. (1998) *Developing a creative and innovative integrated marketing communication plan: a working model* Prentice Hall: Saddle River NJ., and of course, class notes. The assignment should be submitted on or before April 27<sup>th</sup>.

Assessment will be based on:

- Understanding of the case material
- Interpretation and application of IMC planning principles
- Robustness of plan

**Due: 27th April**  
**Weight: 35%**  
**Word length: 2500-3000 (approx)**

## Summary of requirements

Assignment	Due date	Weight
Assignment 1 –Case study evaluation	26.4. 05	20%
Assignment 2 – Discussion paper	24.4. 05	30%
Participation	Case Studies	15%
IMC plan	27.04.05	35%
<b>TOTAL</b>		<b>100%</b>

# Grading and feedback

All assignments and examinations are assessed using the Fail, Pass, Credit, Distinction and High Distinction grading system (see table below)

Code	Grade	% Mark	Explanation
HD	High Distinction	85-100	An outstanding performance
DN	Distinction	75-84	A superior, well above average performance
CR	Credit	65-74	A good, above average performance
PS	Pass	50-64	An acceptable level of performance
FL	Fail	0-49	Unsatisfactory performance

Unless otherwise indicated, feedback for all assessment (except final examination) will be provided within two weeks of submission.

## Assignment submission

Unless otherwise arranged with the lecturer, all assessment must be submitted in the class in which it is due. Final assignment should be submitted electronically to [mcraigle@aut.ac.nz](mailto:mcraigle@aut.ac.nz) or [m.craig-lees@unsw.edu.au](mailto:m.craig-lees@unsw.edu.au). All assignments must be accompanied by an Assessment Cover Sheet. Copies of the assessment cover sheet are available on the Master of Marketing website at: <http://www>.

### Late submission

Assignments are due on the date indicated in this overview. Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made in writing to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be attached and must contain information that justifies the extension sought. Late submission of assignments will incur a penalty of 2% of the percentage weight of the assessment component per day after the due date.

# Word count & assignment format

A basic requirement is that assignments should show a high degree of professionalism in both content and presentation. Do not hand in any written work where each page is enclosed in a clear plastic envelope. This makes it difficult to give feedback. Also, please ensure that you allow the 2cm margin requirements and that your font size is at least 10 point. Line spacing can be 1.5 or double, but not single. Please ensure that you understand what Plagiarism entails and avoid it. Please note that the time set for the submission for assignments must be adhered to. Extensions may be granted on medical and/or compassionate grounds provided they are adequately documented. It should be noted when topics are discussed in class late assignments related to these topics will, even if extensions have been granted late assignments will not be accepted once assignments have been marked and returned to students. Students should schedule their workload carefully to avoid inadequate and late submissions of assignments. Students are required to keep a copy of each assignment submitted as they may be asked to submit the copy in case the original has been lost.

Summary of assignment requirements:

typed

lines double spaced

2cm margins

A4 paper

pages should not be inserted in single plastic sheets

pages should be numbered

Please keep the length of the assignment in accordance with the word count set.

Students should note that inadequately referenced assignments will be penalised.

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# Student responsibilities

## Attendance and participation

Students are expected to be regular and punctual in attendance at all classes in the courses in which they are enrolled. It is important to note that if students attend less than eighty per cent of their possible classes they may be refused final assessment. All requests for non-attendance at class must be submitted to your lecturer or the Director, Master of Marketing.

## Academic honesty

Students and staff are governed by the normal laws which regulate our daily lives. But in addition the University has its own code of rules and conduct. This is because good conduct and academic honesty are fundamental to the mission of the University as an institution devoted to the pursuit of excellence in scholarship and research, and to the service of society. These principles apply not only to students but to the whole University community, including staff engaged in research. They have been developed over many years and are widely supported by staff and students. Staff and students are committed to good conduct and academic honesty and are keen to see that these values and principles are upheld.

The University Council has defined student misconduct as follows (29<sup>th</sup> August 1994): Student misconduct includes student academic misconduct and also encompasses conduct which impairs the reasonable freedom of other persons to pursue their studies or research or to participate in the life of the University.

It is the responsibility of all students to familiarise themselves with the rules that govern student and academic misconduct. For more information, please see: [http://www.student.unsw.edu.au/academiclife/assessment/academic\\_misconduct.shtml](http://www.student.unsw.edu.au/academiclife/assessment/academic_misconduct.shtml)

## Plagiarism

Plagiarism is considered academic misconduct and, as such, will be severely penalised. Plagiarism involves using the work of another person and presenting it as one's own. Acts of plagiarism include copying parts of a document without acknowledging and providing the source for each quotation or piece of borrowed material. These rules against plagiarism apply whatever the source of the work relied upon may be, whether printed, stored on a compact disc or other medium, found on the World Wide Web or Internet.

Similarly, using or extracting another person's concepts, experimental results or conclusions, summarising another person's work or, where, there is collaborative preparatory work, submitting substantially the same final version of any material as another student constitutes plagiarism.

It is your responsibility to make sure you acknowledge within your writing where you have "sourced" the information, ideas and facts etc.

The basic principles are that you should not attempt to pass off the work of another person as your own, and it should be possible for a reader to check the information and ideas that you have used by going to the original source material. Acknowledgment should be sufficiently accurate to enable the source to be located speedily. If you are unsure whether, or how, to make acknowledgment consult your lecturer.

For more information on plagiarism and how to avoid it, visit the UNSW Learning Centre website: <http://www.lc.unsw.edu.au/onlib/plag.html>

## Session 1 2006, Key Dates

*It is your responsibility to ensure that:*

1. You are recorded by the University as being correctly enrolled in all your courses. The last day for students to discontinue without financial penalty is **Friday March 31** and the last day to discontinue without academic penalty is **Friday 28 April**.
2. You have successfully completed all prerequisite courses. Any work done in courses for which prerequisites have not been fulfilled will (unless an exemption has been granted) be disregarded, and no credit given nor grade awarded.
3. You organise your affairs to take account of examination and other assessment dates where these are known. Be aware that your final examination may fall at any time during the session's examination period. The scheduling of examinations is controlled by the University administration. No early examinations are possible. The examination period for Session 1, 2006 falls between **16 June and 4 July**.
4. When the provisional examination timetable is released (**May 9**), ensure that you have no clashes or unreasonable difficulty in attending the scheduled examinations. The final examination timetable is released on **Tuesday 30 May**.
5. You keep the University informed of all changes to your contact details.
6. You make a copy of all work submitted for assessment, and keep returned marked assignments and essays.

A full list of UNSW Key Dates is located at:

<https://my.unsw.edu.au/student/resources/KeyDates.html>