



UNIT OUTLINE

Marketing Communications

UNIT CODE AND TITLE	JM701 Marketing Communications
AUTHOR	Robert Errey
SCHOOL	School of Business
COURSE	Bachelor of Business Bachelor of Management
PREREQUISITE(S)	JM501 Marketing
COREQUISITE(S)	Nil
DURATION	One teaching period
CREDIT POINTS	15

OBJECTIVES

This unit explores the important concepts involved in adopting an Integrated Marketing Communications (IMC) approach to build the brand strategy, which will be considered within the framework of the marketing effort and its influence on total business performance. The objectives of this unit can be categorised under three broad headings as follows:

Knowledge

- To develop an understanding of the importance of brands in marketing.
- To develop an understanding of the role of advertising and promotion in brand building.
- To develop an understanding of IMC.
- To understand the nature and development of an IMC strategy.

Skills

- To develop practical research and analytical skills through the interpretation of data and information to solve marketing communications issues.
- To develop a self-paced reading and research schedule.

Values and Attitudes

- To appreciate the importance of branding and IMC strategies to organisations.
- To seek to learn and understand more completely the factors associated with marketing decision-making.
- To draw on scholarly research, as well as current business practice, to examine, analyse and evaluate promotional issues.
- To value the ability to critically evaluate information.
- To develop a love of learning.

CONTENT

The unit will consist of five broad topics:

1. How brands are built – covering the role of advertising and promotions, the IMC concept and process, IMC partners and stakeholder relationships
2. Marketing communications strategies for building brands – covering how brand communication works, the nature of consumer responses, IMC planning, segmentation and targeting and data-driven communication
3. Development and communication of brand messages – covering message creation and execution, media characteristics, the Internet and IMC media planning
4. The marketing communication functions – covering sales promotions, channel marketing, PR and publicity, direct marketing and experiential marketing
5. The context for marketing communications – covering social, ethical and legal issues, international context and performance management

LEARNING TASKS AND ASSESSMENT

Learning tasks	Assessment	Weighting
Investigation and analysis of a firm's marketing communications strategies and programs, including a set of recommendations	Group project (business report and/or presentation)	50 - 60%
Relate how student learning (marketing communications concepts, group processes and technical skills) evolved during the group project	Reflective paper (Individual)	5 - 15%
Demonstrate knowledge of key marketing communications concepts and their applications in different marketing situations*	Examination or other time-constrained task	30 - 40%

Additional Assessment Criteria

Students should attend all tutorials/seminars. Where students attend less than 80% of these classes, they may be asked to demonstrate they have not been disadvantaged by their absence by undertaking additional assessment.

To achieve a pass in this unit all assessable tasks must be submitted.

To achieve a pass in this unit a minimum (40% or 50%) grade is required for each of those assessable tasks denoted by an * in the above table.

METHODOLOGY

This unit will involve lectures, interactive tutorials, workshops and a significant block of private study.

REFERENCES

- Belch, G. E. & Belch, M. A. (2004). *Advertising and Promotion: An Integrated Marketing Communications Perspective* (6th Edition). Boston: McGraw-Hill.
- Chitty, W., & Barker, N. & Shimp, T. A. (2006). *Integrated Marketing Communications*. (First Pacific Rim Edition). South Melbourne, Thomson.
- Dann, S. & Dann, S. (2004). *Australian and New Zealand Supplement to Accompany Advertising and Promotion: An Integrated Marketing Communications Perspective*. (2nd Edition). Sydney: McGraw-Hill.
- De Pelsmacker, P., Geuens, M. & Van den Bergh, J. (2005). *Foundations of Marketing Communications: A European Perspective*. (1st Edition). Essex, FT Prentice Hall.
- Duncan, T. (2005). *Principles of Advertising & IMC*. (2nd Edition). Boston, McGraw-Hill.
- Fill, C. (2005). *Marketing Communications: Engagement, Strategies and Practices*. (4th Edition) Harlow, FT Prentice Hall.
- Hill, S. & Lederer, C. (2001). *The Infinite Asset: Managing Brands to Build New Value*. Boston, HBS Publishing Corporation.
- O'Guinn, T. C., Allen, C. T. & Semenik R. J. (2006). *Advertising & Integrated Brand Promotion*. (4th Edition). Mason, Thomson South-Western.
- Rossiter, J. R. & Bellman, S. (2005). *Marketing Communications*. Frenchs Forest, Pearson Education.