

THE UNIVERSITY OF
NEW SOUTH WALES



FACULTY OF
COMMERCE AND ECONOMICS

School of Marketing

MARK2053
Marketing Communications and
Promotions Management

Michael Ryan

Session 2, 2002

Marketing Communications & Promotions Management

MARK 2053

(@ at 25 June 2002)

1. Administration

Times: Session 2, 2002

La Wednesday 09.00-11.00 (Biomed D, Upper Campus) (MR)
Lb Wednesday 17.00-19.00 (Biomed B, Upper Campus) (MR)

Tutorials:

T1	Wednesday	11.00-13.00	LAW 1215	(AM)
T2	Wednesday	11.00-13.00	QUAD G031	(MR)
T3	Wednesday	13.00-15.00	LAW 1101	(AM)
T4	Wednesday	15.00-17.00	LAW 1117	(AM)
T5	Wednesday	19.00-21.00	QUAD1048	(MR)
T6	Thursday	09.00-11.00	QUADG053	(AM)
T7	Thursday	09.00-11.00	QUADG041	(MR)

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

Lecturer: Michael Ryan, UNSW School of Marketing
Room: JG 315
Phone: x3385 (School Office)
Email: ryanm@unsw.edu.au
Consultation: Thursday 11.00-12.00

A/lecturers: Ms Amalia Maulana
Room: JG 319
Phone: x3387
E-mail: amalia.maulana@student.unsw.edu.au

2. Course Overview

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 work?") and practical issues (e.g. "how should the communications budget be allocated across different media").

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 three 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 direct marketing, interactive electronic communications, public relations, promotions, event sponsorship, etc. as well as media advertising 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 as a means of marketing communication.

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

Part 2 is designed to explain each step of the communications planning process. These steps comprise: the setting of marketing objectives, budgeting, target audience action objectives, communications objectives, creative strategy, media strategy, execution, advertising research and evaluation. The process is fairly generic to media advertising, direct marketing, public relations, promotions, etc. The main direct and indirect media communication channels will be examined in the light of this planning framework. This is the main substantive part of the course –and will be reference for students in their major assessable task of preparing a Marketing Communications Plan.

Part 3: Further Dimensions and Future of Marketing Communications

Part 3 presents some extended channels of marketing communications for analysis and raises issues about the future world of advertising communications in general. Topics covered here include PR, corporate advertising, agency-client relations, the changing roles of agencies, the impact of new technologies, ethical and legal considerations, etc. We look closer at new interactive media and re-visit some of the IMC issues in the light of new technological influences.

Provided in the summary timetable that follows is further information on the content of each class and also a summary of your directed reading and tutorial work. More course reference material will be provided closer to the commencement of the Session.

4. Summary Timetable

Week	Theme	B & B Text	Tutorial	
Part 1: Integrated Marketing Communications				
W1	31/07	A Walk Through Adland – introduction to IMC	Ch 1, 3	None – Check TAS
W2	07/08	The Communications Challenge – how and when does advertising work?	Ch 2	Course House - Keeping & briefing for VitaWheat Case
W3	14/08	The Planning Process & IMC	Ch 4	Discussion of IMC Agency planning
Part 2: Step-by-Step Through the Planning Process				
W4	21/08	Marketing Objectives and Budgeting	Ch 7	Submission of VitaWheat Case & Briefing for the Marketing Communications Plan
W5	28/08	Target Audience Action Objectives	Ch 4, 5	Briefback on the Marketing Communications Plan
W6	04/09	Communications Objectives & Positioning	Ch 2, 5	Communications Group Task- revisit VitaWheat Case
W7	11/09	Creative Idea & Message processing Effects	Ch 6,8	Submission of Communications Strategy Report & Presentations
W8	18/09	Creative Execution	Ch 9	Creative Group Task
W9	25/09	Media Strategy Basics	Ch 10	Presentation of Creative Ideas
<i>Mid-session recess: 30/09 to 07/10. No lectures, tutorials or consultations.</i>				
W10	09/10	Media Strategy and the main Media Channels	Ch 11, 12, 13, 14	Media Planning Group Task
W11	16/10	Interactive Media / Sales Promotions – Research intro	Ch 15, 16	Submission of Media Strategy Report
W12	23/10	Advertising Research: Pre-testing, monitoring & evaluation	Ch 19	Briefback on media strategy
Part 3: Further Dimensions and the Marketing Communications Future				
W13	30/10	Corporate Advertising & PR Overview - Advertising Ethical issues	Ch 17, 20, 22	Ad Testing Examples - Final group project consultations. (Submission of final report by 10am 4 th Nov)
W14	06/11	IMC Challenges & Opportunities - for both clients and agencies.	Ch 3, 21	Revision & Preparation for Final Examination

Final examinations will take place during the period 15 - 31 November 2002.

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 possibly visiting speakers.

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 discuss the course material in smaller groups. We will be asking you to undertake specific tasks for each tutorial, working on cases and issues as they arise. This 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.

The tutorials will provide invaluable feedback and guidance in the preparation and presentation of your major group assignment, the Marketing Communications Plan.

Additionally, tutorials provide an opportunity for you to ask any questions you might have about the administration of the course. Also, use these meetings to clarify ideas and issues that maybe unclear to you - do not wait until the end of session and then have a last minute panic before the final examination.

A Tutorial participation mark of 5% has been set for this subject.

6. Assignments and Assessment

There are four components to your final grade:

Initial Case Exercise	5%	(individual)
Marketing Communications Plan	40%	(undertaken in groups)
Tutorial Participation	5%	
Final Examination	50%	(individual, closed-book)

More information about these assignments is provided in Appendices B-D (*to follow*), and your tutors will be able to offer further guidance.

7. Textbooks, Readings and Further Information

Subject Textbook

Belch, George & Belch Michael.

'Advertising and Promotions: An Integrated Marketing Communications Perspective'
5th Edition - McGraw Hill, 1999

The bookshop has copies for purchase, and there is a useful reference website featuring latest edition updates and resource material. Copies 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 be complementing the material presented with local Australian examples and perspectives when appropriate in the lectures to increase relevance for students.

Recommended text

Rossiter John L and Percy Larry (1997)
'Advertising Communications & Promotions Management', 2nd Ed. McGraw-Hill, NY.)

Copies of this text are also available in Open Reserve, as will be handouts utilised from specific chapters throughout.

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.

At times you will find the lecture material is slanted differently, or at odds with, the textbook analysis within IMC. 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. Where appropriate we will discuss these differences, and present alternative viewpoints. We see this as a sign of healthy intellectual debate - hopefully it will not confuse you too much!

Supplementary Readings

For each topic in this course 2-4 supplementary readings are listed in the long version of the timetable – Appendix A - and many have been placed in Open Reserve. You may find it useful to discuss these in your tutorials and assignments.

Supplementary readings are not mandatory, but they should be read selectively to give you a broader, deeper and more critical understanding of the material presented in this course. Keep in mind that these readings are merely a selection of relevant papers. They have been chosen to illustrate a point, or provide a perspective on a subject under discussion.

Sources of Further Information

For the main assignment you are encouraged to read more widely. Textbooks, specialist books, popular books, case-histories, journals, web-sites, etc. – all these can be of help. An extensive list of further sources of information is provided in Appendix E.

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. Read the 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 Coles or buying CDs in Sanity. 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*, *Admap*, 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, 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 Franklins, 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 enrol 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).

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

Further Help

Additional learning and language support 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. If you require advice and assistance with assignment writing, academic reading and note-taking, oral presentation, study skills or other learning needs please contact the learning advisers in the Unit: Room 3054, level 3, Quadrangle Building; Colina Mason, phone 9385-6163, cm.mason@unsw.edu.au; Carolyn Cousins, phone 9385-6087, c.cousins@unsw.edu.au. The service is free.

WebCT

Course information and slides will be posted on WebCT. However, note that it isn't always possible to place all of the illustrative material on the web because of copyright restrictions. You can access information for MARK2053 in the following way: go to the School of Marketing web-site (<http://www.marketing.unsw.edu.au>), select "courses & timetables" from the section labelled "undergraduate programs", then select the "marketing course outlines" and, specifically, choose "MARK2053 course outline". At this point you can link to WebCT. You will be prompted for a password based on your Student ID and UniPass number. Follow the steps specified within WebCT.

Written Assignments

Writing style

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.

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. Proof-read all your work before submission. If English is not your first language, have someone read through your work before submitting it. It is not the job of your lecturers or tutors to "decipher" or "translate" your work.

Plagiarism

You are encouraged to read widely and draw on different sources of information. Some sources of further information are listed in Appendix E. Please reference your 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!).

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.

Submission of material

Observe the submission deadlines described in Appendices B-D. Penalties apply if submissions are late.

Try to avoid the use of bulky folders - these will not fit into our assignment boxes and they are awkward for us to carry around. The exception to this is the Marketing Communications Plan where you are permitted to submit supporting material in appendices (eg. exhibits, brochures, mock adverts, video-tapes, etc.).

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 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.

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 enough time to revise written work before you submit it. Taking 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. The initial Listerine case for instance has to be submitted in week 4 and you will receive feedback shortly after that. Components of the Marketing Communications Plan have to be submitted from week 5 onwards, so you will be getting feedback to help you move onto the next stage. Some of this feedback will be verbal in tutorial, so please note down the advice.

Advertising Material

The advertising material discussed in this subject comes from public sources - commercial television, magazines, newspapers, etc. But it would have been prepared with a specific target audience in mind, and not necessarily an audience with the same sensibilities as you. It is possible that you may find some of the material offensive. Where we believe there are cases of sexism, racism, stereotyping, bad taste, deception, etc. in advertising we will endeavour to discuss the issue, rather than pretend that such material does not exist.

Appendices will be accessible through WebCT shortly