

## Course Outline

**Code: MKG220**

**Title: Marketing Communication**

<b>School:</b>	Business
<b>Teaching Session:</b>	Semester 2
<b>Year:</b>	2019
<b>Course Coordinator:</b>	Dr Wendy Spinks
<b>Course Moderator:</b>	Dr Rory Mulcahy

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

### **1. What is this course about?**

#### **1.1 Description**

Marketing communication is the vital strategic and tactical process where an entity (whether an individual, business, not-for-profit or government) persuasively communicates with their customers and other stakeholders. Marketing communication goes beyond advertising and includes all traditional and digital communication methods. This course provides students with a theoretical and applied understanding of persuasive marketing communication. You will develop your communication and research skills, so that you have the opportunity to successfully create a practical, ethical and creative marketing communication plan for a chosen client brand.

#### **1.2 Field trips, WIL placements or activities required by professional accreditation**

N/A

### **2. What level is this course?**

200 level Developing – Applying broad and/or deep knowledge and skills to new contexts. May require pre-requisites and introductory level knowledge/skills. Normally undertaken in the 2nd or 3rd year of an undergraduate program.

### **3. What is the unit value of this course?**

12 units

#### 4. How does this course contribute to my learning?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
Based on relevant marketing theory and concepts, gather, analyse and interpret relevant data for critically and creatively arriving at innovative marketing solutions.	2 and 3	Creative and critical thinkers.
Apply research skills needed to investigate markets and marketing related problems and make persuasive written and oral recommendations.	2 and 3	Communication (Empowered)
Demonstrate the capacity to work effectively as a part of a team and display effective interpersonal communication skills.	2 and 3	Communication (Empowered)
Demonstrate sound disciplinary knowledge and skills which develop high personal and professional standards.	1, 2 and 3	Career-ready (Knowledgeable)
Understand sustainability issues in marketing.	2 and 3	Community consciousness (Sustainability-focused)

#### 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

##### 5.1 Enrolment restrictions

Nil

##### 5.2 Pre-requisites

BUS105

##### 5.3 Co-requisites

Nil

##### 5.4 Anti-requisites

Nil

##### 5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

#### 6. How am I going to be assessed?

##### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

##### 6.2 Details of early feedback on progress

Task 1 provides early summative feedback to students of their understanding of theoretical concepts. It also encourages tutorial attendance, which enables the student to be involved in formative assessment within the tutorial.

### 6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Quiz/zes	Individual	25% (2 x 12.5%)	2 x 15 minutes	Week 3 + Week 5	In Class
2	Oral, and Written Piece	Group	30% (15% group + 15% individual)	25 minutes	Weeks 4-12 for presentations	Online Assignment Submission with Plagiarism check
3	Report	Individual	45%	2,500 words	Week 13	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment 1: Concepts Test

<b>Goal:</b>	To demonstrate understanding of the main disciplinary knowledge of marketing communication.
<b>Product:</b>	Quiz/zes
<b>Format:</b>	This is an individual assessment. Two 15-minute concepts tests (consisting of multiple-choice and a short answer question) will be conducted in tutorials to provide formative and summative feedback to students on their progress in understanding key concepts of the course. Please see Blackboard for more detail.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Demonstrate disciplinary knowledge</li> <li>• Recall, explain and apply marketing communication concepts.</li> </ul>

#### Assessment Task 2: Student led workshop

<b>Goal:</b>	To work as an individual and a team to research and compile a competitive analysis of a real entity's marketing communication and to recommend a sustainable, creative solution.
<b>Product:</b>	Oral and Written Piece
<b>Format:</b>	This is a group and individual assessment task. You and your group will have the opportunity to develop your research, presentation, management and team skills by presenting your non-presenting colleagues with a short video or narrated PowerPoint on a real marketing communication problem and then assist them to analyse the information to arrive at an innovative and parsimonious solution for the case study client. Individual students will submit an online item showing which segments of the video they helped produce plus a competitive analysis of their own client. This is a scaffolded assessment item, as the marketing communication solution will also be further developed in Task 3. Please see Blackboard for more detail.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Application of critical research skills of collection, analysis and interpretation of relevant data to understand client problem.</li> <li>• Critical and creative development of innovative marketing solutions</li> <li>• Demonstration of the capacity to work effectively as a part of a team</li> <li>• Use of effective written, oral and interpersonal communication skills</li> <li>• Ability to work as a team to provide a sustainable business solution</li> <li>• Demonstrate marketing knowledge and skills</li> </ul>

### Assessment Task 3: Marketing Communication Campaign

<b>Goal:</b>	To develop a creative, competitive and viable marketing communication campaign for the chosen client to achieve the client objectives.
<b>Product:</b>	Report
<b>Format:</b>	This is an Individual assessment task. This task builds on your analysis from Task 2 and feedback from your assessor/marker. Task 3 enables you to develop your individual knowledge and skills in creating an integrated marketing communications campaign for the organisation of your choice. Please see Blackboard for more detail.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Creativity and practicality in developing a successful marketing communication for a specific target market.</li> <li>• Relating theory to practice and presenting ideas to demonstrate a high level of analysis using good quality sources.</li> <li>• Professional and effective written communication skills</li> <li>• Demonstrate an understanding of marketing communication theory, knowledge and skills to a high personal and professional standard</li> <li>• Apply research skills needed to investigate markets and marketing related problems and make persuasive written recommendations.</li> </ul>

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

<b>Location:</b>	<b>Directed study hours for location:</b>
On campus	Lecture (2 hours) Tutorial (1 hour)

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader

Please note that it will be useful to have regular access to a Marketing Communication textbook. A good example is listed below. All campus libraries hold a copy of this text.

<b>Author</b>	<b>Year</b>	<b>Title</b>	<b>Publisher</b>
Chitty, W., Luck, E., Barker, N., Sasenberg, A-M., Shimp, T. and Andrews, J.	2018, 5 <sup>th</sup> ed.	<i>Integrated Marketing Communications</i>	Cengage Learning Australia Pty Ltd, Melbourne.

### 8.2 Specific requirements

N/A

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### 10.2 Assessment: Additional requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

### 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

### 10.5 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations

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- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

### 10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

### Appendix 1 Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1	Overview of Integrated Marketing Communications (IMC) strategic planning process. Ethical and legal considerations	Lecture and tutorial
2	The marketing communication process and selecting your target market	Lecture and tutorial
3	Situational analysis: Brand positioning. The creative brief and IMC campaign objectives and budgeting.	Lecture and tutorial
4	Media channels - Traditional media	Lecture and tutorial
5	Digital and social media and emerging hybrid media	Lecture and tutorial
6	Persuasion in marketing communication	Lecture and tutorial
7	Direct marketing and sales promotion	Lecture and tutorial
8	Personal selling and relationship marketing	Lecture and tutorial
9	Marketing public relations and sponsorship	Lecture and tutorial
10	Planning the message strategy and media planning	Lecture
11	Drop-in session for Task 3 will be held in the lecture theatre in lieu of formal lecture or tutorials this week.	Lecture
12	Evaluating the success of a marketing communication plan	Lecture and tutorial
13	The future of Marketing communications and course review Consultation re Task 3	Lecture

Please note that the course activities may be subject to variation.

**Mid Semester Break:**

30<sup>th</sup> September 2019-6<sup>th</sup> October 2019 (Between Week 10 and Week 11)

**Public Holidays**

Queen's Birthday- Monday 7<sup>th</sup> October (Week11)