



## COURSE OUTLINE

# MKG220 Marketing Communication

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2021 | Semester 2

USC Sunshine Coast  
USC Moreton Bay  
USC Southbank

**BLENDED  
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

**ONLINE**

You can do this course without coming onto campus.

*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. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
<b>BLENDED LEARNING</b>			
<b>Tutorial/Workshop 1</b> – In-class tutorial	2hrs	Week 2	11 times
<b>Lecture</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times
<b>ONLINE</b>			
<b>Tutorial/Workshop 1</b> – Interactive zoom tutorial	2hrs	Week 2	11 times
<b>Lecture</b> – Pre-recorded concept videos and associated activity	1hr	Week 1	12 times

### 1.3. Course Topics

1. Overview of IMC
2. IMC, the target market and brand positioning
3. The communication process and IMC objectives and budgeting
4. The IMC message strategy
5. Persuasion in IMC
6. Broadcast, print and support media
7. Digital, social media and hybrid media
8. Marketing public relations and sponsorship
9. Direct marketing and sales promotion
10. Personal selling and relationship marketing
11. Evaluating the IMC campaign
12. Task 3 workshop and drop in

## 2. What level is this course?

200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

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

12 units

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

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES MAPPING	PROFESSIONAL STANDARD MAPPING
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...	Association to Advance Collegiate Schools of Business
1 Based on relevant marketing communications theory and concepts, gather, analyse and interpret relevant data for creatively arriving at innovative and feasible marketing solutions.	Creative and critical thinker	PC3 - Creative and Critical Thinking
2 Demonstrate advanced communication skills to investigate markets and marketing problems in a business context.	Empowered Engaged	PC1 - Communication
3 Demonstrate the capacity to work effectively as part of a team.	Empowered Engaged	PC2 - Collaboration
4 Demonstrate disciplinary knowledge and skills, which develop high personal and professional standards.	Knowledgeable Empowered	PC6 - Career-ready

## 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. Pre-requisites

BUS105

### 5.2. Co-requisites

Not applicable

### 5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

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

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Report	Individual	25%	18 slides (excluding reference list and title slide)	Week 5	Online Assignment Submission with plagiarism check
All	2	Artefact - Creative, and Written Piece	Group	30%	10 minutes	Week 9	Online Assignment Submission with plagiarism check
All	3	Report	Individual	45%	2,500 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Situational Analysis

<b>GOAL:</b>	Provide a background and situational analysis of the organisation for whom you will develop a marketing communication plan.		
<b>PRODUCT:</b>	Report		
<b>FORMAT:</b>	This is an individual assessment to be undertaken independently. The report will be presented as a PowerPoint presentation that is 18 slides long (excluding reference list and title slide). Further details are provided in the assessment area on Blackboard.		
<b>CRITERIA:</b>	<b>No.</b>		<b>Learning Outcome assessed</b>
	1	Evaluation of the organisation's background and macroenvironment situation.	1 2
	2	Description and analysis of the organisation's target market.	1 2
	3	Assessment and analysis of the organisation's competitive situation and positioning.	1 2
	4	Effective communication and presentation skills including the organisation, flow and visual appeal of the content.	4

All - Assessment Task 2: Digital Presentation

<b>GOAL:</b>	To work as an individual and in a team to research and analyse an integrated marketing communication campaign.
<b>PRODUCT:</b>	Artefact - Creative, and Written Piece
<b>FORMAT:</b>	This is a group assessment task with an individual reflection component. Groups of 3-4 will select and analyse an integrated marketing communication campaign. The analysis will be presented as a digital presentation approximately ten minutes long. Each student will also submit an individual reflection. Further details are provided in the assessment area on Blackboard.

CRITERIA:	No.	Learning Outcome assessed	
	1	Description of the campaign and its outcomes and challenges	2
	2	Demonstrate knowledge and application of relevant marketing theory and concepts reflected in the chosen campaign.	1 2
	3	Effective digital communication and presentation skills.	4
	4	Knowledge and application of effective groupwork processes.	3
	5	Contribution to the task.	3

### All - Assessment Task 3: Marketing Communication Campaign Plan

<b>GOAL:</b>	To develop a creative, competitive and feasible marketing communication campaign for a chosen organisation.		
<b>PRODUCT:</b>	Report		
<b>FORMAT:</b>	This is an individual assessment task. This task builds on Task 1. You are to create a comprehensive integrated marketing communications campaign for an organisation. Further details are provided in the assessment area on Blackboard.		
CRITERIA:	No.		Learning Outcome assessed
	1	Identification of proposed marketing communication objectives and channels.	1 2 4
	2	Application of marketing communications theory to articulate a creative marketing communication message.	1 2 4
	3	Justification of an action plan (including a budget) and evaluation method	1 2 4
	4	Accuracy and presentation of written work.	4

## 7. Directed study hours

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.

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

Please note: 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 you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Chitty, W., Luck, E., Barker, N., Sasenberg, A-M., Shimp, T. and Andrews, J.	2018	Integrated Marketing Communications	Cengage Learning Australia Pty Ltd, Melbourne.

### 8.2. Specific requirements

Not applicable

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

Health and safety risks for this course have been assessed as low. It is your responsibility 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 and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training 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:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

### 10.3. Assessment: Submission penalties

Late submission of assessment tasks may 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 to negotiate an outcome.

### 10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au).

### 10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or call 07 5430 1226.

### 10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email [AccessAbility@usc.edu.au](mailto:AccessAbility@usc.edu.au) or call 07 5430 2890.

## 10.7. 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
- 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>

## 10.8. General Enquiries

### In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **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)