



MRKT19030 *Promotions Management*

Term 1 - 2017

Profile information current as at 20/04/2024 11:01 am

All details in this unit profile for MRKT19030 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit addresses the role played by promotion within the marketing mix. The five basic tools in the promotion mix - advertising, public relations, sales promotion, personal selling, and direct marketing - are explored individually and then how they are integrated into a promotional mix. This unit focuses on promotion from both a communication with target consumers and management perspective.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Prerequisite: MRKT 11029 or MRKT 11028

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2017

- Brisbane
- Distance
- Melbourne
- Rockhampton
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Written Assessment**

Weighting: 50%

2. **Examination**

Weighting: 50%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Moodle

Feedback

There were positive comments on the course contents although there was a comment that there was lots of information to be absorbed.

Recommendation

Continue with current course and assessment practice and reduce unnecessary contents where possible.

Action

Some unnecessary material was deleted from the lecture slides.

Feedback from Moodle, self reflection and lecturers' feedback

Feedback

Assessment and exam weightage were too high at 50% each.

Recommendation

It is proposed to remove the exams and replace it by an assessment instead.

Action

The exam was not removed from the unit in 2017. A suggestion would be to include an additional assessment task to reduce the weighting of the final exam.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. explain the concept of integrated marketing communication and examine how this co-ordinates the various elements of the promotional mix
2. discuss and critique the advertising media used in promotions management
3. evaluate the current trends, theories and frameworks of advertising and promotions management in a variety of marketing conditions, noting and discussing ethical issues
4. describe and explain the full range of modern promotional tools and how they are integrated into the promotional program
5. assess the skills required for the development of a creative strategy in advertising, examining the various creative approaches, appeals and executions by advertisers
6. analyse and develop the major elements of a promotional plan, including: goals, objectives, media planning and strategy, sales and promotions budgets and evaluation.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
1 - Written Assessment - 50%	•	•	•	•	•	•

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
2 - Examination - 50%	•	•	•	•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Communication	•	•	—	•	•	•
2 - Problem Solving	•	—	•	•	•	•
3 - Critical Thinking	•	•	•	•	•	•
4 - Information Literacy	•	•	•	•	•	•
5 - Team Work	—	—	—	—	—	—
6 - Information Technology Competence	•	—	—	—	—	—
7 - Cross Cultural Competence	•	•	•	—	•	•
8 - Ethical practice	•	•	•	—	•	•
9 - Social Innovation						
10 - Aboriginal and Torres Strait Islander Cultures						

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 50%	—	•	•	•	—		•	•		
2 - Examination - 50%		•	•				•	•		

Textbooks and Resources

Textbooks

MRKT19030

Prescribed

Advertising: An Integrated Marketing Communication Perspective

Edition: 3 (2014)

Authors: Belch, G. E., Belch, M. A., Kerr, G. and Powel, I.I

McGraw-Hill

North Ryde , NSW , Australia

ISBN: 9781743078655

Binding: Paperback

MRKT19030

Supplementary

Developing your Integrated Marketing Communication Plan

Edition: 1 (2012)

Authors: David Waller

McGraw-Hill

North Ryde , NSW , Australia

ISBN: 9781743072479

Binding: Paperback

Additional Textbook Information

Advertising: An Integrated Marketing Communication Perspective can be purchased as an eBook.

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Office

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Anja Pabel Unit Coordinator

a.pabel@cqu.edu.au

Schedule

Week 1 - 06 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Where Marketing Communication Began: The Development of Advertising in Australia and New Zealand	1	See Moodle for weekly tutorial activities

Week 2 - 13 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Integrated Marketing Communication: How Marketing Communication Evolved & The Communication Process	2 & 5	

Week 3 - 20 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Starting With Consumer Behaviour: Understanding How Marketing Communication Might Influence Consumer Behaviour & Branding and Building Relationships With The Database	6 & 8	

Week 4 - 27 Mar 2017

Module/Topic	Chapter	Events and Submissions/Topic
Planning for IMC & Establishing Objectives and Budgeting for the IMC Program	9 & 10	

Week 5 - 03 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Message Strategy and Execution	11	

Vacation Week - 10 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic

Week 6 - 17 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Media: Strategy and Choices & Measuring the Effectiveness of the IMC program	12 & 13	

Week 7 - 24 Apr 2017

Module/Topic	Chapter	Events and Submissions/Topic
Digital Media	3	

Week 8 - 01 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Social Media	4	

Week 9 - 08 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Direct Marketing and Personal Selling	14	

Week 10 - 15 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Public Relations	15	Assessment 1 - Integrated Marketing Communications Plan Integrated Marketing Communications Plan Due: Week 10 Monday (15 May 2017) 5:00 pm AEST

Week 11 - 22 May 2017

Module/Topic	Chapter	Events and Submissions/Topic
Sales Promotion	16	

Week 12 - 29 May 2017

Module/Topic	Chapter	Events and Submissions/Topic

Review/Exam Week - 05 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Exam Week - 12 Jun 2017

Module/Topic	Chapter	Events and Submissions/Topic
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Assessment Tasks

1 Integrated Marketing Communications Plan

Assessment Type

Written Assessment

Task Description

Assessment item 1 – Write an integrated marketing communications report

Due date: Monday of Week 10 by 5.00 p.m. AEST

Weighting: 50%

Length: 2000-2500 words

Assignment submission

All assignments should be submitted online through the MRKT19030 Moodle site. All reports will be checked by Turnitin to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 20% will be checked for plagiarism by the marker (although it may not necessarily mean that the student has plagiarised).

Assessment task

Option 1 is you work as the IMC manager for an Australian based business that specialises in selling topical flea treatment and flea preventative for cats/dogs (similar to brands such as Advantage or Advantix). You initially want to test market the product in a few cities in Australia, then commercialise the product nationally. With a budget of no more than AUD \$10,000, your task is to develop an IMC plan for the launch in 2017 of a newly developed product featuring quarterly application (rather than once a month).

Option 2 provides the flexibility of developing an IMC plan for your current employer or a business you wish to start-up (but not both). If you choose option 2 then you must gain approval from your local lecturer/tutor (on-campus students) or from me (external students).

Whichever option is chosen, it is expected that a number of rough drafts are worked on before making the final submission through Moodle. This is not the type of assessment you can work on at the last minute if you are expecting a good mark.

Please note that the word count (2000 to 2500 words maximum) will be taken from the first word of the introduction. It will not include your executive summary, title page, table of contents, reference list and any tables or appendices (if you have any). The maximum number of pages will be 25 for submission.

Recommended IMC plan structure (this closely follows the marking criteria)

Title page

The title page will include the name of your organisation, the start and end date of the IMC plan (e.g. July-Sept. 2017), campaign name, your name, student id number and lecturer/tutor name and campus (for on-campus students) and course name and code.

Executive summary (no more than 200 words)

The executive summary should not read like an essay. You need to highlight only those critical aspects from your IMC plan. You should provide a brief overview of the existing organisation (or proposed business) and product/service, outline the 3 to 5 communication objectives chosen with quantifiable targets and timeframe for achievement, present the creative strategy selected (including target audience) and highlight the main elements of the media plan (including total budget). Use of sub-headings, dot or bullet points is recommended to better present the required information.

Table of contents

The table of contents will present each section of the IMC plan, including sub-headings, with their appropriate page number(s). Sections should be numbered with page number (e.g. 1.0 Introduction on page 1). Do not use page numbering for the title page, executive summary and the table of contents itself.

Introduction (no more than 200 words)

The introduction should present a brief outline of the history of the organisation (or proposed business) and the product/service that is the major focus of this IMC plan. In addition, aims and structure of the report should be presented.

Background and target audience analysis (no more than 400 words)

This focus here will be on presenting information as to your chosen target audience. If you chose option 1, then it is expected you research the marketing literature to better understand who is likely to have an interest in flea treatment/prevention for dogs/cats. A profile then needs to be outlined that gives the reader of your IMC plan a better understanding as to who you will be directing the proposed marketing communications at. Consider market segmentation according to demographic, psychographic, socioeconomic and geographic customer characteristics. Use of additional sources of information to help support the discussion is expected.

3-5 Communication objectives (no more than 500 words)

Students must present and explain 3 (minimum) to 5 (maximum) communication objectives for their IMC plan with quantifiable targets and timeframe for achievement. Some objectives of marketing communications include creating brand awareness and recall, establishing a positive brand image and encouraging purchase behaviour. Think about, and justify, why you have chosen these communication objectives for this particular target audience. Use of additional sources of information to help support the discussion is expected.

Creative strategy justification (no more than 500 words)

Students must choose **one** of the alternative styles of creative advertising and justify your choice against the target audience profile and your communication objectives. I'm looking for a brief description of your creative ideas with appeal and execution outlined that matches the style of creative advertising chosen. Creative approach is covered in chapter 11, e.g. type of message (pages 316-321), advertising appeals (pages 323—325) and advertising execution (pages 325-328). Use of additional sources of information to help support the discussion is expected.

Media plan (no more than 500 words)

Select the media and vehicle(s) you will use to achieve each of your communication objectives and justify your use of this media based on how this best communicates with your target audience. The media plan should be a reflection of the duration of the IMC plan (start and end date) as presented in the title page. You must take into consideration the creative strategy to be adopted when selecting the most appropriate media to use. For option 1, the budget is fixed at AUD \$10,000. For option 2, think of realistic figure/s given the organisation, communication objectives and creative strategy to be adopted. A table (including budget totals) summarising this discussion is encouraged. Use of additional sources of information to help support the discussion is expected.

Conclusion (no more than 200 words)

In your opinion, why do you think it will be possible to achieve each of your chosen communication objectives? Briefly outline the target audience, each of the communication objectives and the creative strategy adopted to explain your answer.

Reference list

The IMC plan should include at least ten (10) sources of information from a combination of scholarly academic journal articles, academic textbooks, trade journals and websites. All sources listed should be in alphabetical order and be cited in the main body of the IMC plan using the APA referencing style.

Note: This is a recommended outline for your IMC plan. Any deviation from the above recommended outline runs the risk of not addressing the assessment criteria.

To enhance the presentation of your assignment, you can use many headings and sub-headings used to specify the information required for each of the above criterion. The assessment marking criteria below should guide you for this assessment task, in particular the weighting attributed to each section of the assignment.

Important:

- You should start working on the assessment as early as Week 3, even though it is due for submission in Week 10.
- Selection of **literary** support from Wikipedia, www.NetMBA.com, www.marketing, teacher.com, www.tutor2u.com, etc. will be treated very negatively. These are not appropriate sources for your academic assignment and their use is not acceptable.
- Students' requests for an extension of the deadline for this assignment need to be submitted through the Assignment Extension System. Requests for reasons not mentioned in the CQUniversity *Assessment of Coursework Procedures* policy and not supported by appropriate evidence will not be considered. For example, if a student has been sick for 2 days before the assignment is due, the student needs to submit his/her request in the AES by the due date for the assignment and upload a medical certificate dated the day(s) of the sickness.

Assessment Due Date

Week 10 Monday (15 May 2017) 5:00 pm AEST

Return Date to Students

Monday (22 May 2017)

Weighting

50%

Assessment Criteria

Marking Criteria

Max marks

Executive Summary	3
Introduction - provides a brief overview of the company, the aims and structure of the IMC plan	5
Background and target audience analysis	6
3-5 Communication objectives	8
Creative strategy - choice and justification of one style of creative advertising	6
Media plan - which media will you select to reach the target audience?	8
Conclusion	4
Structure, grammar and presentation	4
Citations and Reference list	6
Total	50
Deduct 2.5 marks (5% of 40) per late day without an approved extension.	

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

(through Moodle)

Learning Outcomes Assessed

- explain the concept of integrated marketing communication and examine how this co-ordinates the various elements of the promotional mix
- discuss and critique the advertising media used in promotions management
- evaluate the current trends, theories and frameworks of advertising and promotions management in a variety of marketing conditions, noting and discussing ethical issues
- describe and explain the full range of modern promotional tools and how they are integrated into the promotional program
- assess the skills required for the development of a creative strategy in advertising, examining the various creative approaches, appeals and executions by advertisers
- analyse and develop the major elements of a promotional plan, including: goals, objectives, media planning and

strategy, sales and promotions budgets and evaluation.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice

Examination

Outline

Complete an invigilated examination.

Date

During the examination period at a CQUniversity examination centre.

Weighting

50%

Length

120 minutes

Exam Conditions

Closed Book.

Materials

No calculators permitted

Dictionary - non-electronic, concise, direct translation only (dictionary must not contain any notes or comments).

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem