



# MRKT19030 *Marketing Communications*

## Term 1 - 2019

Profile information current as at 19/05/2022 09:57 pm

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 communications within the marketing mix. You will learn how communication strategies can be used to attract attention, persuade buying, and generate loyalty. You will explore individually the five basic tools in the communications mix - advertising, public relations, sales promotion, direct marketing, and personal selling - and then how they are all integrated together. 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

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 - 2019

- Brisbane
- Melbourne
- Online
- Perth
- 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. **Poster Sessions**

Weighting: 40%

#### 2. **Report**

Weighting: 60%

### 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 Student evaluations

##### Feedback

Reviewing students' qualitative comments in the unit evaluation suggests that the task description for assessment task 1 (creative brief) may require some changes, i.e. shortening the task description.

##### Recommendation

Shorten and improve flow of task description for assessment task 1.

## Unit Learning Outcomes

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

1. Demonstrate an understanding of the concept of integrated marketing communications and examine how this co-ordinates the various elements of the marketing communications mix
2. Evaluate the advertising media used in marketing communications
3. Review the current trends, theories and frameworks of advertising and communications management in a variety of marketing conditions
4. Articulate a range of modern marketing communication tools and how they are integrated together
5. Assess the skills required for the development of a creative strategy in advertising and examine the various creative approaches used by advertisers
6. Analyse and develop the major elements of a marketing communications plan.

## 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 - Poster Sessions - 40%	•			•	•	
2 - Report - 60%		•	•			•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
1 - Communication	•			•		
2 - Problem Solving		•	•		•	

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
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 - Poster Sessions - 40%	•	•	•	•		•				
2 - Report - 60%		•	•		•	•	•	•		

## Textbooks and Resources

### Textbooks

MRKT19030

#### Prescribed

#### Advertising: An Integrated Marketing Communication Perspective

Edition: 3rd edn (2014)

Authors: George E Belch, Michael A Belch, Gayle Kerr, Irene Powell

McGraw-Hill Australia

North Ryde , NSW , Australia

ISBN: 9781760421212

Binding: Paperback

#### Additional Textbook Information

This book comes packaged with Developing Your IMC plan and can be purchased at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

You will need access to the following IT resources:

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

## 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](mailto:a.pabel@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

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 - 18 Mar 2019

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

### Week 3 - 25 Mar 2019

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 - 01 Apr 2019

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

### Week 5 - 08 Apr 2019

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

### Vacation Week - 15 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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### Week 6 - 22 Apr 2019

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

### Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Digital Media	3	<b>Creative brief</b> Due: Week 7 Monday (29 Apr 2019) 11:55 pm AEST
<b>Week 8 - 06 May 2019</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Social Media	4	
<b>Week 9 - 13 May 2019</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Direct Marketing and Personal Selling	14	
<b>Week 10 - 20 May 2019</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Public Relations	15	
<b>Week 11 - 27 May 2019</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Sales Promotion	16	
<b>Week 12 - 03 Jun 2019</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
Social, Ethical and Regulatory Aspects & Exam Revision	7	<b>Integrated Marketing Communications Plan</b> Due: Week 12 Monday (3 June 2019) 11:55 pm AEST
<b>Review/Exam Week - 10 Jun 2019</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>
<b>Exam Week - 17 Jun 2019</b>		
<b>Module/Topic</b>	<b>Chapter</b>	<b>Events and Submissions/Topic</b>

## Assessment Tasks

### 1 Creative brief

#### Assessment Type

Poster Sessions

#### Task Description

##### Length: 1 - 3 pages in a Word document (up to 1,500 words)

In our daily lives we are presented with numerous marketing communications via newspapers, TV advertising, on social media and even in transient form, i.e. on buses or in trains and taxis. Mostly you are the receiver of such marketing communications and it is ultimately up to you to make the decision to buy certain brands. Now visualise yourself on the other side, when you become the sender of marketing communications.

For any new marketing campaign, the creative brief is the foundation document that is created during the initial meetings between the client and the advertising agency. A creative brief details the goal of a new marketing campaign, the potential target audience and the key creative appeals to be communicated. A creative brief informs and guides the work until a marketing campaign is finalised.

This first assessment task is related to the second assessment task, the integrated marketing communications report which is due later in the term. You are required to use your chosen topic for both pieces of assessment. There are three options to choose from:

**Option 1** (product category): You work as the marketing manager for an Australian based business that specialises in selling neck hammocks.

**Option 2** (service category): You are the marketing manager for an Australian tourism operator selling tours that showcase Australia's natural beauty, i.e. national parks or marine parks.

**Option 3** provides the flexibility of developing a creative brief for your current employer or a business you wish to start up (but not both). If you choose option 3 then you must gain approval from your local lecturer/tutor (on-campus students) or from the unit coordinator (distance students).

Whichever option is chosen, the product or service should only focus on the Australian market.

This assessment requires you to develop a creative brief in the form of a poster, i.e. 1 - 3 pages in a Word document (up to 1,500 words). Students are encouraged to incorporate some visual ideas of creativity into their Word document, i.e. images and/or graphs. Example assignments will be provided on Moodle.

### **Title page**

The title page will include your name, student id number and lecturer/tutor name and campus (for on-campus students) and course name and code.

**The creative process consists of two key parts:** what to say (message strategy statement and types of message strategies) and how to say it (appeals and execution).

### **What to say:**

- Brief background information on your chosen product or service
- Identification of potential target audience. (Who do you wish to communicate to? What are some key facts already known about this market segment?)
- Message strategy statement: Outline the key idea/message you are trying to communicate. (What is the major selling idea? What is the customer's need or desire that the idea will solve?)
- The type of message strategy to be used in your creative brief. (What type of message strategy is best suited to bring your message strategy statement to life? For example, generic, positioning, unique selling proposition, etc. p. 317)

### **How to say it:**

- The advertising appeals to be used, i.e. rational appeals, emotional appeals, fear appeals, humour appeals, or a combination of rational and emotional appeals (pp. 323-325).
- The advertising execution techniques to be used, i.e. scientific evidence, testimonials, animation, imagery, dramatization (pp. 325-328).
- Incorporating of visual ideas and creativity, i.e. images, and/or graphs.

Finally, please include a reference list with at least five (5) references that outline your sources of information from a combination of scholarly academic journal articles, academic textbooks, trade journals and websites.

### **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 Due Date**

Week 7 Monday (29 Apr 2019) 11:55 pm AEST

Penalties apply for late submission (5% will be deducted from the total mark for the assessment per day unless an approved extension has been granted).

### **Return Date to Students**

Week 9 Monday (13 May 2019)

### **Weighting**

40%

### **Assessment Criteria**

A brief marking criteria is provided below. A more detailed marking guide is provided on Moodle.

### **Creative brief content**

- Background information
- Target audience
- Message strategy statement
- Type of message strategy
- Advertising appeals
- Advertising execution
- References

### **Creative brief visual aids**

- Clarity and design of brief
- Concise and well-structured
- Visual aids/creativity/innovation

### **Referencing Style**

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

### **Submission**

Online

## Submission Instructions

Please submit your assignment through Moodle.

## Learning Outcomes Assessed

- Demonstrate an understanding of the concept of integrated marketing communications and examine how this co-ordinates the various elements of the marketing communications mix
- Articulate a range of modern marketing communication tools and how they are integrated together
- Assess the skills required for the development of a creative strategy in advertising and examine the various creative approaches used by advertisers

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence

# 2 Integrated Marketing Communications Plan

## Assessment Type

Report

## Task Description

Length: up to 2000 words

## Assignment submission

The second assessment task is related to the first assessment task, which was due earlier in the term. You are required to use your chosen topic for both pieces of assessment. 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).

Whichever option you have chosen for your first assignment (creative brief), please follow through with this option for this second assignment (the IMC plan) with a focus on the Australian market.

Please note that the word count (2,000 words) 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. The IMC plan should follow this structure:

### 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. 2019), 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 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). Pages prior to the introduction are using lower case Roman numerals such as i, ii, iii, iv.

### Introduction (no more than 200 words)

The introduction should present a brief outline 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)

The focus here will be on presenting information as to your chosen target audience. If you chose option 1 or 2, then it is expected you research the communications management and marketing literature to better understand who is likely to have an interest in such products or services. 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. If you choose option 3, a similar approach is expected for your target audience analysis.

### 3-5 Communication objectives (no more than 400 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 400 words)**

Students must justify their creative strategy 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 strategy 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 400 words)**

Select the advertising media and vehicle(s), i.e. billboards, radio, newspaper, internet, etc., 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 and 2, the budget is fixed at AUD \$10,000. For option 3, 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.

### **Further instructions**

- The IMC plan should be presented as a formal business report.
- Your argument and analysis in this report requires theoretical support from a minimum of 10 journal article references.
- 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 12.
- 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 12 Monday (3 June 2019) 11:55 pm AEST

Penalties apply for late submission (5% will be deducted from the total mark for the assessment per day unless an approved extension has been granted).

### **Return Date to Students**

Exam Week Monday (17 June 2019)

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on the Certification of Grades date (12-Jul-2019).

### **Weighting**

60%

### **Assessment Criteria**

A brief marking criteria is provided below. A more detailed marking guide is provided on Moodle.

- Executive Summary
- Introduction - provides a brief overview of the company, the aims and structure of the IMC plan
- Background and target audience analysis

- 3-5 Communication objectives
- Creative strategy - choice and justification of one style of creative advertising
- Media plan - which media will you select to reach the target audience?
- Conclusion
- Structure, grammar and presentation
- Citations and reference list

### **Referencing Style**

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

### **Submission**

Online

### **Submission Instructions**

Please submit your assignment through Moodle.

### **Learning Outcomes Assessed**

- Evaluate the advertising media used in marketing communications
- Review the current trends, theories and frameworks of advertising and communications management in a variety of marketing conditions
- Analyse and develop the major elements of a marketing communications plan.

### **Graduate Attributes**

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

## 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