



MRKT19030 *Marketing Communications*

Term 1 - 2020

Profile information current as at 19/08/2022 05:54 pm

All details in this unit profile for MRKT19030 have been officially approved by CQUniversity 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 Fundamentals of Marketing; and MRKT19031 Consumer Behaviour.

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 - 2020

- 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. **Online Quiz(zes)**

Weighting: 20%

2. **Poster Sessions**

Weighting: 30%

3. **Report**

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 Unit evaluation

Feedback

Reviewing the students' qualitative comments in the unit evaluation suggests that the assessment descriptions are "too restrictive on their topics."

Recommendation

This may require some attention in streamlining the task requirements or in offering an additional topic of choice, so students feel more comfortable with their chosen topic.

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 - Online Quiz(zes) - 20%	•					
2 - Poster Sessions - 30%	•			•	•	
3 - Report - 50%		•	•			•

Alignment of Graduate Attributes to Learning Outcomes

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

Graduate Attributes	Learning Outcomes					
	1	2	3	4	5	6
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 - Online Quiz(zes) - 20%	•			•						
2 - Poster Sessions - 30%	•	•	•	•		•				
3 - Report - 50%		•	•			•				

Textbooks and Resources

Textbooks

MRKT19030

Prescribed

Advertising: An Integrated Marketing Communication Perspective 4e

Edition: 4th edn (2019)

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

McGraw-Hill Australia

North Ryde , NSW , Australia

ISBN: 9781760422998

Binding: Paperback

Additional Textbook Information

An eText book is available for this publication.

[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

Kylie Radel Unit Coordinator

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Warren Lawson Unit Coordinator

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Schedule

Week 1 - 09 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
All is Data: Digital challenges, data and Integrating Marketing Communications - past and present.	1 & 2	

Week 2 - 16 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Integration: Putting the I into IMC!	3	FRIDAY WEEK 2 - Last day to add units!

Week 3 - 23 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Consumers & communication: engagement, empowerment and behaviour. 4 & 5

Week 4 - 30 Mar 2020

Module/Topic	Chapter	Events and Submissions/Topic
Planning for IMC: Consumer insights, strategy and analytics.	7 & 8	TUESDAY WEEK 4 - Last day to withdraw from units without financial liability and academic penalty! ONLINE QUIZ 1 OPENS: Monday 30 March, 2020 at 09:00am AEST Learning content covered: Chapters 1, 2, 3, & 4.

Week 5 - 06 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Searching for understanding: Content & Keywords	9	ONLINE QUIZ 1 CLOSSES: Friday 10 April, 2020 at 17:00pm AEST.

Vacation Week - 13 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Mid-term Break		A great time to catch up!!

Week 6 - 20 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Creative Strategy	10	ONLINE QUIZ 2 OPENS: Monday 20 April, 2020 at 09:00am AEST Learning content covered: Chapters 5, 7, 8 & 9.

Week 7 - 27 Apr 2020

Module/Topic	Chapter	Events and Submissions/Topic
Media Strategy	11	ONLINE QUIZ 2 CLOSSES: Friday 1 May, 2020 at 17:00pm AEST. Creative Brief (30%) Due: Week 7 Wednesday (29 Apr 2020) 11:55 pm AEST

Week 8 - 04 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Metrics & Measuring Outcomes	12	

Week 9 - 11 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Advertising	13	

Week 10 - 18 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Public Relations & Publicity	14	

Week 11 - 25 May 2020

Module/Topic	Chapter	Events and Submissions/Topic
Sales Promotion, direct marketing and personal selling	15	

Week 12 - 01 Jun 2020

Module/Topic	Chapter	Events and Submissions/Topic
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Review/Exam Period - 08 Jun 2020

Module/Topic

Chapter

Events and Submissions/Topic

Assessment Tasks

1 Online Quizzes (20%)

Assessment Type

Online Quiz(zes)

Task Description

The quiz comprises an open book assessment aimed at establishing your familiarity with Marketing Communications, the communications process, planning consumer strategies, and digital challenges and issues. You will demonstrate your understanding of the concept of integrated marketing communications and examine how this co-ordinates the various elements of the marketing communications mix.

The learning content for these 2 quizzes will be covered during the first 5 weeks of the term (i.e., Chapters 1, 2, 3, 4, 5, 7, 8 and 9 inclusive) is the focus of the assessment. Each quiz must be completed in one sitting - ie. you can only open each assessable quiz once.

There are 20 multiple choice, true/false or other questions provided for each of the two quizzes, for which the correct answers score 0.5 marks (20 x 0.5 = 10 marks for each quiz). The time allocated for completion of each quiz is 25 minutes.

Online Quiz 1

The learning content covered within Quiz 1 constitutes Chapters 1, 2, 3 and 4 inclusive.

Open: Monday, Week 4, at 9.00 am (AEST)

Close: Friday, Week 5, at 5.00 pm (AEST)

Online Quiz 2

The learning content covered within Quiz 2 constitutes Chapters 5, 7, 8 and 9 inclusive.

Open: Monday, Week 6, at 9.00 am (AEST)

Close: Friday, Week 7, at 5.00 pm (AEST)

IMPORTANT INFORMATION:

- Each quiz must be completed in one sitting - ie. you can only open each assessable quiz once.
- Each quiz can only be completed online in Moodle at a time suited to you between the given dates.
- Candidates are responsible for secure, reliable internet access, ISP, browsers, connection and computer use (irrespective of ownership).
- Equipment failure is not grounds for special consideration or extension. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the internet.
- Do not attempt the quiz from 4:30 pm of the due date. Once each quiz closes, no further attempts are permissible.

Number of Quizzes

2

Frequency of Quizzes

Other

Assessment Due Date

BE SURE TO CHECK CAREFULLY WHEN EACH OF THE 2 QUIZZES WILL BE AVAILABLE.

Return Date to Students

Results will be available when each quiz closes. Results of quiz released upon completion in the grade book.

Weighting

20%

Assessment Criteria

Candidates are responsible for secure, reliable internet access, ISP, browsers, connection and computer use (irrespective of ownership).

Equipment failure is not grounds for special consideration or extension. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the internet. **Do not** attempt the quiz from 4:30 pm of the due date. Once each the quiz closes, no further attempts are permissible.

Referencing Style

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

Submission

Online

Submission Instructions

Complete online quizzes through your Moodle portal - see assessment 1 topic information in 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

Graduate Attributes

- Communication
- Information Literacy

2 Creative Brief (30%)

Assessment Type

Poster Sessions

Task Description

Length:	2 - 3 pages in a Word document not including the title page (up to 1,500 words)
Due Date:	Wednesday Week 7; 11:55pm AEST
Weight:	30%

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 covers 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. From the choice of font in print ads to the overall theme of the campaign, everything springs from the creative brief.

This second assessment task is related to the third assessment task!!

The integrated marketing communications report 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 a leading Australian based producer of digital entertainment products (video games and game inspired software). Reporting to the Senior Marketing Manager, you are responsible for the go-to-market and day to day marketing activities for gaming products of varying scale.

Option 2 (service category): You are the marketing manager for one of Australia's most exciting fitness and lifestyle brands. Our current portfolio includes: brand and wellness studio design and marketing consultancy packages, online wellness and lifestyle teacher training and certification packages, and online live fitness, yoga and health tutorial class streaming sessions. Reporting to the Senior Marketing Manager, you are responsible for the go-to-market and day to day marketing activities for our online training and live streaming services.

(For your information, these are real job descriptions for current marketing positions in Australia!)

Option 3 (your choice): 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 targeting an Australian market segment.

This assessment requires you to develop a creative brief in the form of a poster presentation. You will develop a 2 - 3 page Word document (up to 1,500 words). Students are encouraged to incorporate visual ideas of creativity into their Word document, i.e. images and/or graphs, charts and other visuals.

Be sure to check out the information provided in Moodle under Assessment 2 Topic!!!

Title page

The title page will include the name of your organisation, the start and end date of the IMC plan (e.g. July-Dec. 2020), campaign name, 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:

- A short brand statement (for the purposes of this assignment, include brief background information on your chosen product or service)
- A brief overview of the campaign's objectives
- Key challenges that the campaign aims to resolve (this is your 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?)
- Target audience for the campaign (With whom exactly do you wish to communicate? What are some key information, characteristics and behaviours already known about this Australian market segment?)
- Key competitors
- The type of message strategy to be used in your creative brief. (What type of message strategy is best suited to bring your campaign statement to life? For example, generic, positioning, unique selling proposition, etc. see chapter 10 for more information.)
- Primary message describing the brand's values and market positioning
- Communication channels on which the campaign will run.

The BIG idea! - 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.
- The advertising execution techniques to be used, i.e. scientific evidence, testimonials, animation, imagery, dramatization.

Make sure you include samples, fonts (styles and colours), brand colours, visual ideas and creativity in your creative brief, i.e. images, graphs, etc.

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.

Assessment Due Date

Week 7 Wednesday (29 Apr 2020) 11:55 pm AEST

All assignments should be submitted online through the MRKT19030 Moodle site.

Return Date to Students

Week 9 Wednesday (13 May 2020)

Results will be released on completion of marking and moderation.

Weighting

30%

Assessment Criteria

Key criteria that will be graded are provided below. A more detailed marking guide is provided on Moodle.

1. Brand statement (including background information on your chosen product or service)
2. The campaign's objectives
3. Key challenges (message strategy statement)
4. Target audience (key information, characteristics and behaviours of an Australian market segment)
5. Key competitors
6. The type of message strategy
7. Primary message describing the brand's values and market positioning
8. Communication channels
9. Advertising appeals
10. Advertising execution techniques
11. References

Your work will also be assessed on the following professional criteria:

12. The use of clear English expression and logical flow between the ideas
13. Accurate referencing of sources and correct presentation of graphs, tables, diagrams and/or drawings
14. Your use of visual aids as a core component of your creative brief
15. Clarity and design of brief
16. Concise and well-structured
17. Creativity and innovation

Referencing Style

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

Submission

Online

Submission Instructions

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).

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

3 Integrated Marketing Communications Plan

Assessment Type

Report

Task Description

Length:	2,000 words (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.
Due Date:	Wednesday, Week 12; 11:55pm AEST
Weight:	50%

As previously stated, your final assessment task is the continuation and finalisation of the second assessment task. 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 second assignment (creative brief), please follow through with this option for this second assignment (the IMC plan) with a focus on the Australian market.

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-Dec. 2020), 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 300 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 (e.g. 1.0 Introduction). The introduction begins on page 1. Pages prior to the introduction use lower case Roman numerals such as i, ii, iii, iv, etc.

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. It is expected you research the communications management and marketing literature to better understand who is likely to have an interest in your product or service. 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. 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

Present and explain 3 (minimum) to 5 (maximum) communication objectives for the 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.

Media plan

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 your organisation, communication objectives and the 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 headings and sub-headings to identify the important 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 (AES). 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 Wednesday (3 June 2020) 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 Friday (19 June 2020)

As this unit has no exam, the formal results for this last piece of assessment can only be released to students on Certification of Grades.

Weighting

50%

Assessment Criteria

A brief marking criteria list is provided below. A more detailed marking guide (rubric) 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
- Media plan - which media will you select to reach the target audience?

- Budget
- Conclusion
- Structure, grammar and presentation
- Citations and reference list
- Academic Quality
- Professionalism

Referencing Style

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

Submission

Online

Submission Instructions

Please submit your assignment through Moodle course MRKT19030.

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
- Information Technology Competence

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