



MRKT19030 Marketing Communications

Term 1 - 2023

Profile information current as at 07/05/2024 08:04 am

All details in this unit profile for MRKT19030 have been officially approved by CQUUniversity 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.

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 - 2023

- Brisbane
- Melbourne
- Online
- 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

Some students preferred less content to be covered in the recorded weekly lectures and workshops.

Recommendation

Provide students with more focused content, both in recorded weekly lectures and workshops, wherever possible.

Feedback from Unit evaluation

Feedback

Some students were receptive to the provision of assessment guidelines, marking rubrics, mark sheets, and exemplars.

Recommendation

Provide students with additional assessment support in the form of assessment guidelines, marking rubrics, mark sheets, and exemplars available through the unit Moodle site.

Feedback from Unit evaluation

Feedback

Some students expected more detailed feedback for their Assessment 2 and 3 submissions.

Recommendation

Unit Coordinator to check all marked submissions for consistent and realistic assessment feedback before releasing to students.

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%	•					

Assessment Tasks	Learning Outcomes					
	1	2	3	4	5	6
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	•			•		
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

Edition: 4th (2020)

Authors: Belch, G. E., Belch, M. A., Kerr, G., Powell, I., & Waller, D.

McGraw-Hill Education (Australia) Pty Ltd

Sydney, NSW, Australia

ISBN: 9781760422400

Binding: Paperback

Additional Textbook Information

Textbooks can be accessed online at the CQUniversity Library website. If you prefer your own copy, you can purchase either paper or eBook versions 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)
- Microsoft Word

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Ann Mitsis Unit Coordinator

a.mitsis@cqu.edu.au

Schedule

Week 1 - 06 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Everything is digital plus Integrated marketing communication (IMC)	1 & 2	

Week 2 - 13 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Integration: The I in IMC	3	

Week 3 - 20 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Consumer empowerment and behaviour plus Communication and engagement with the brand	4 & 5	

Week 4 - 27 Mar 2023

Module/Topic	Chapter	Events and Submissions/Topic
Consumer insight and strategy plus Analytics	7 & 8	Online Quiz 1 opens Monday (27 March 2023) 09:00 am AEST (covers chapters 1, 2, 3 and 4)

Week 5 - 03 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Searching on the internet from the perspective of the marketer and the advertiser	9	Online Quiz 1 closes Monday (3 April 2023) 11:45 pm AEST (covers chapters 1, 2, 3 and 4)

Vacation Week - 10 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 17 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Creative strategy	10	Online Quiz 2 opens Monday (17 April 2023) 09:00 am AEST (covers chapters 5, 7, 8 and 9)

Week 7 - 24 Apr 2023

Module/Topic	Chapter	Events and Submissions/Topic
Media strategy	11	Online Quiz 2 closes Monday (24 April 2023) 11:45 pm AEST (covers chapters 5, 7, 8 and 9)
		Second Assessment Due: Week 7 Friday (28 Apr 2023) 11:45 pm AEST

Week 8 - 01 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Measurement: output and process measures	12	

Week 9 - 08 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Advertising	13	

Week 10 - 15 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Public relations and publicity	14	

Week 11 - 22 May 2023

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

Week 12 - 29 May 2023

Module/Topic	Chapter	Events and Submissions/Topic
Social, ethical and regulatory aspects	6	Third Assessment Due: Week 12 Friday (2 June 2023) 11:45 pm AEST

Assessment Tasks

1 First Assessment

Assessment Type

Online Quiz(zes)

Task Description

The first assessment task consists of **TWO (2)** online quizzes, with twenty (20) questions in each quiz. Each quiz is a maximum 30 minutes in duration.

Your task is to complete both online quizzes.

Instructions and advice

- This is an individual assessment (no groups).
- Both quizzes are attempted online through the unit Moodle site.
- Quizzes can be accessed from inside the Assessment tile on the unit Moodle site.
- Refer to the table below for quiz opening and closing times.
- Each quiz will address content from relevant chapters of the prescribed textbook.
- Each quiz is worth a maximum 10% towards your overall grade (i.e., 2 quizzes x 10% = 20% in total).
- Each quiz consists of 20 questions and is a maximum 30 minutes in duration.
- Answer format will be a combination of multiple choice and true or false.
- There are no negative marks for incorrect answers.
- These are open book quizzes, so you can have your textbook with you when doing each quiz.
- Each online quiz can only be attempted **ONCE**, so do not open the quiz until you are ready to complete the entire quiz.
- Responsibility for access, Internet Service Provider, browsers, Internet connection and the computer you use remains with the student.
- Refer system access problems (e.g. Moodle login or password issues) to the Technology and Services Assistance Centre (tasac@cqu.edu.au) as soon as possible.
- Any issues during the quiz (e.g. screen has frozen) email the Unit Coordinator as soon as possible identifying the unit, your full name, student number, campus and approximate time the issue occurred.
- Students are encouraged to provide their own timer and not rely on the computer.

Skills

- Quizzes will test marketing communications knowledge and understanding.

Quiz	Content	Quiz Opening Day/Time	Quiz Closing Day/Time
1	Chapters 1, 2, 3 and 4	Week 4 Monday (27 March 2023) 09:00 am AEST	Week 5 Monday (3 April 2023) 11:45 pm AEST
2	Chapters 5, 7, 8 and 9	Week 6 Monday (17 April 2023) 09:00 am AEST	Week 7 Monday (24 April 2023) 11:45 pm AEST

Number of Quizzes

2

Frequency of Quizzes

Assessment Due Date

Various (see Quiz opening and closing times in 'Task Description')

Return Date to Students

Marks are shown on completion of each quiz

Weighting

20%

Assessment Criteria

- Each question is worth half a mark (0.5 marks).
- 20 questions per quiz x 0.5 marks x 2 quizzes.
- Total: 20 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online (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

Graduate Attributes

- Communication
- Information Literacy

2 Second Assessment

Assessment Type

Poster Sessions

Task Description

The second assessment task requires you to prepare a creative brief for a new product or service focusing on the Australian market only. You will present the creative brief as a poster document. This poster document should be 1500 words maximum excluding the title page and reference list.

Your task is to choose **ONE (1)** of the options listed below and write a creative brief for a new marketing campaign.

1. Product category: You are the marketing manager for an existing small to medium-sized Australian-based manufacturer of organic food products.
2. Service category: You are the marketing manager for an existing small to medium-sized Australian-based restaurant.
3. Your choice: The business/organisation you currently work for or the business/organisation you want to start up (but not both). If you select this option, on-campus (internal) students will need to gain approval from your local lecturer/tutor. Off campus (external) students will need to contact the unit coordinator, for approval.

NB: The Second Assessment task is related to the Third Assessment task. The option you choose will also be used in the Third Assessment task.

Your creative brief will be in the form of a poster document. The poster document will be in Word document format up to 1500 words maximum (approx. 2-3 pages). Students must incorporate visual ideas of creativity into their Word document (i.e., images and/or graphs, charts and other visuals).

Your creative brief will need to address the following two key parts:

1. What to say (message strategy statement and types of message strategies):

- 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 and campaign goals: 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.).

2. How to say it (appeals and execution):

- The advertising appeals to be used (i.e., rational appeals, emotional appeals, fear appeals, humour appeals, or a combination).
- The advertising execution techniques to be used (i.e., scientific evidence, testimonials, animation, imagery, dramatisation).
- Incorporating visual ideas and creativity (i.e., images and/or graphs charts and other visuals).

Instructions

- This is an individual assessment (no groups).
- Submit your poster document through the Assessment tile on the unit Moodle site.

Your poster document should contain the following:

- A single Word document (no PDF), including a title page, that addresses the two key parts above plus a reference list, using APA referencing style, showing use in-text of **at least five (5)** quality sources of information such as from academic journal articles, academic textbooks, trade journals, newspaper articles and industry/business websites.
- Use size 12 font with 1.5 line-spacing in this Word document.

Skills

- A creative brief outlines the goal of a new marketing campaign, the potential target audience and the key creative appeals to be communicated.
- A poster document combines text and graphics in a short and concise format to make a visually pleasing presentation.
- This is a challenging assignment. It will provide you with the opportunity to undertake a significant piece of work with a practical commercial application.

Assessment Due Date

Week 7 Friday (28 Apr 2023) 11:45 pm AEST

Return Date to Students

Week 9 Friday (12 May 2023)

The return date will apply to submissions made before or on the due date.

Weighting

30%

Assessment Criteria

Creative brief content (20 marks)

- Background information. 2 marks.
- Target audience. 3 marks.
- Message strategy statement and campaign goals. 3 marks.
- Type of message strategy. 3 marks.
- Advertising appeals. 3 marks.
- Advertising execution. 3 marks.
- Citations and reference list. 3 marks.

Creative brief visual aids (10 marks)

- Clarity and design of brief. 2 marks.
- Concise and well-structured. 3 marks.
- Visuals/creativity/innovation. 5 marks.
- Total: 30 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online (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

3 Third Assessment

Assessment Type

Report

Task Description

The third assessment task requires you to develop and write an Integrated Marketing Communications (IMC) plan for the new product or service chosen in the second assessment task. You will present the Integrated Marketing Communications (IMC) plan as a formal business report. This report should be 2500 words maximum excluding the title page and reference list.

Your Integrated Marketing Communications (IMC) plan should include and address each of the following:

1. Title page

- The title page will include the name of your organisation and product or service, the start and end date of the IMC plan (e.g., July-December 2023), campaign name, your name, student ID number and lecturer/tutor name and campus (for on-campus students) and course name and code.

2. Executive summary

- 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 selected with quantifiable targets and time-frame for achievement, present the creative strategy selected (including target audience) and highlight the main elements of the media plan (including total budget).
- Use of subheadings, dot or bullet points is recommended to better present the required information.

3. Table of contents

- The table of contents will present each section of the IMC plan, including subheadings, 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.

4. Introduction

- 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.

5. Background and target audience analysis

- 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 whom you will be directing the proposed marketing communications. Consider market segmentation according to demographic, psycho-graphic, socio-economic and geographic customer characteristics.
- Use of additional sources of information to help support the discussion is expected.

6. Three to Five Communication objectives

- Present and explain 3 (minimum) to 5 (maximum) communication objectives for the IMC plan, with quantifiable targets and time-frame for achievement. Some objectives of marketing communications include creating brand awareness and recall, influencing interest or consumer attitudes, establishing a positive brand image and encouraging purchase behaviour. Think about, and justify, why you have selected these communication objectives for this particular target audience.
- Use of additional sources of information to help support the discussion is expected.

7. Creative strategy justification

- Students must justify their creative strategy against the target audience profile and your communication objectives.
- A brief description is required here of your creative ideas with appeal and execution outlined that matches the

style of creative strategy chosen.

- Use of additional sources of information to help support the discussion is expected.

8. Media plan

- Select the advertising 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.
- From the Second Assessment, option 1 or 2 selected, the budget is fixed at AUD \$25,000.
- From the Second Assessment, option 3 selected, think of realistic figure/s given your business/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.

9. Conclusion

- 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 help explain your answer.

10. Reference list

- Using APA referencing style, the IMC plan should include **at least ten (10)** quality sources of information such as from academic journal articles, academic textbooks, trade journals, newspaper articles and industry/business websites.

Instructions

- This is an individual assessment (no groups).
- Submit your formal business report online through the Assessment tile on the unit Moodle site.

Your formal business report should contain the following:

- A single Word document (no PDF), including a title page, that addresses all the key parts above plus a reference list, using APA referencing style, showing use in-text of **at least ten (10)** quality sources of information such as from academic journal articles, academic textbooks, trade journals, newspaper articles and industry/business websites.
- Use size 12 font with 1.5 line-spacing in this Word document.

Skills

- Integrated Marketing Communications (IMC) plans are essential for businesses/organisations to execute their marketing initiatives.
- This is a challenging assignment. It will provide you with the opportunity to undertake a significant piece of work with a practical commercial application.

Assessment Due Date

Week 12 Friday (2 June 2023) 11:45 pm AEST

Return Date to Students

Marked assessments will be returned following certification of grades (Friday July 7, 2023).

Weighting

50%

Assessment Criteria

- Executive Summary. 4 marks.
- Introduction. 3 marks.
- Background and target audience analysis. 6 marks.
- 3-5 Communication objectives. 8 marks.

- Creative strategy. 8 marks.
- Media plan (including budget). 8 marks.
- Conclusion. 4 marks.
- Structure, grammar and presentation. 4 marks.
- Citations and reference list. 5 marks.
- Total: 50 marks.

Referencing Style

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

Submission

Online

Submission Instructions

Online (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
- 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