



MRKT20053 Advertising and Integrated Communication

Term 2 - 2019

Profile information current as at 02/05/2024 08:57 am

All details in this unit profile for MRKT20053 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

In this unit, students examine the roles, functions and creative concepts of advertising and integrated communications in its role in an organisation's marketing program. Through analysis of advertising creative content you explore the integration of advertising with other promotional mix elements, advertising and promotional plans, creative development, media planning and strategy, and the advertising and promotions budget. Special emphasis is placed on the practice of advertising, communications strategies and new media in integrated marketing communications. If you have successfully completed the unit MRKT20024 you should not enrol in this unit.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Co-requisite: MRKT20052 Advanced Marketing Management

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 2 - 2019

- 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 Postgraduate 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. **Presentation and Written Assessment**

Weighting: 30%

2. **Practical and Written Assessment**

Weighting: 50%

3. **Practical and Written Assessment**

Weighting: 20%

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

More practical activities for small groups.

Recommendation

Provide more tutorial activities for classes. In addition, advice the campus lecturer to spend less time on lecture slides in class as the recorded lectures are available via Moodle and focus on doing the tutorial activities.

Unit Learning Outcomes

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

1. explore and critique the role of advertising and integrated communications in contemporary marketing contexts;
2. evaluate the practice of advertising and integrated marketing communications, including the coordination of the various promotional mix elements;
3. describe and employ the strategies and techniques required for the development of a creative strategy in advertising, examining the various creative approaches, appeals and executions used by advertisers; and
4. analyse the major elements of a promotional plan, including: goals and objectives, media planning and strategy, promotions budgets and evaluation methods to develop a comprehensive media plan.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes			
	1	2	3	4
1 - Practical and Written Assessment - 20%	•	•	•	
2 - Presentation and Written Assessment - 30%	•	•	•	
3 - Practical and Written Assessment - 50%	•	•		•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes			
	1	2	3	4
1 - Knowledge	○	○	○	○
2 - Communication	○	○	○	○

Graduate Attributes	Learning Outcomes			
	1	2	3	4
3 - Cognitive, technical and creative skills	○	○	○	○
4 - Research	○	○	○	○
5 - Self-management	○		○	○
6 - Ethical and Professional Responsibility	○		○	○
7 - Leadership			○	
8 - 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
1 - Practical and Written Assessment - 20%	○	○	○	○	○	○		
2 - Presentation and Written Assessment - 30%	○	○	○	○	○	○	○	
3 - Practical and Written Assessment - 50%	○	○	○	○	○	○		

Textbooks and Resources

Textbooks

MRKT20053

Prescribed

Integrated Marketing Communications

5th Asia-Pacific Edition (2018)

Authors: Bill Chitty, Edwina Luck, Nigel Barker, Anne-Marie Sassenberg, Terence A. Shimp & J. Craig Andrews

Cengage Learning Australia

South Melbourne, Victoria, Australia

ISBN: 9780170386517

Binding: Paperback

Additional Textbook Information

An ebook version is available from the publisher at the following link:

<https://www.cengagebrain.com.au/shop/isbn/9780170386517?cid=ausprodpage>

[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

Saalem Sadeque Unit Coordinator

s.sadeque@cqu.edu.au

Schedule

Week 1 - 15 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Integrated marketing communications and brand equity enhancement	Chapter 1	

Week 2 - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
The communication process & Persuasion in marketing communications	Chapters 2 & 3	

Week 3 - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Marketing segmentation and brand positioning	Chapter 4	

Week 4 - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Establishing objectives and budgeting for IMC campaigns	Chapter 5	

Week 5 - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Developing message strategies	Chapter 6	Presentation Due: Week 5 Friday (16 Aug 2019) 11:45 pm AEST

Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
VACATION WEEK	VACATION WEEK	VACATION WEEK

Week 6 - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Media planning and analysis	Chapter 7	

Week 7 - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Broadcast media & Print and support media	Chapters 8 & 9	

Week 8 - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Digital and social media marketing	Chapter 10	

Week 9 - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Direct marketing and sales promotion & Personal selling and relationship marketing	Chapter 11 & 12	

Week 10 - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Evaluating integrated marketing communication effectiveness	Chapter 14	IMC Plan Due: Week 10 Friday (27 Sept 2019) 11:45 pm AEST

Week 11 - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
Marketing public relations and sponsorship marketing	Chapter 13	

Week 12 - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
Alternative marketing	Online resources in Moodle	Journal article summary Due: Week 12 Friday (11 Oct 2019) 11:45 pm AEST

Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Presentation

Assessment Type

Presentation and Written Assessment

Task Description

For this task, assume that you have been hired as a marketing communication consultant for one of the tyre companies operating in Australia. You have been given the responsibility to develop an integrated marketing communication (IMC) plan for the tyre company. Assessment 1 is the first stage of preparing that plan. Assessment 2 is the second stage of the plan. Choose one of the tyre companies from the list below:

1. Bob Jane T-Marts
2. Bridgestone Select
3. Tyrepower

Your tasks for assessment 1 are to:

1. Critically research the Australian tyre industry;
2. Evaluate the current brand strategy and positioning of the chosen tyre company;
3. Discuss and justify the market segments that your proposed IMC campaign (to be developed in assessment 2) will target.

Assessments 1 and 2 are related and you will be required to complete the IMC plan for the same tyre company in Assessment 2. You can use the example of an IMC plan given on pages 498-507 in the textbook as a guide. The preparation for this presentation involves extensive research and you will need to start working on this assessment as early as possible. The PowerPoint slides will need to be uploaded in Moodle under the "Assessment 1" submission link as a .ppt or .pptx file. A font size of at least 20 should be used for the body of the text. This is an individual assessment.

For students located at the local campuses: Students will present their work to the campus tutor and fellow students at a time specified by your tutor, usually in the tutorial of Week 5 (and Week 6 if necessary). You are required to prepare a 5-minute (maximum) PowerPoint presentation that includes a maximum of 10 slides (including title and reference slides). Your presentation should show an application of the concepts, theories, tools and models discussed in the unit. Your assessment will be marked both on the quality and content of the presentation. Your campus lecturer/tutor will mark your presentation which will be moderated by the Unit Co-ordinator.

For distance education (Flex) students: For this assessment you are required to prepare PowerPoint slides (maximum 10 slides including title and reference slides) with voiceover (5 minute maximum). Your presentation should show an application of the concepts, theories, tools and models discussed in the unit. Your assessment will be marked both on the quality and content of the presentation. You should use a headset with microphone preferably or speak loudly if you use the inbuilt microphone on your laptop/computer. Please make sure your voice is clear, can be heard and understood when playing the PowerPoint slides before you upload your work into Moodle as a .ppt or .pptx file. You do not need to read the in-text referencing or references at the end of the slides in your recording. For hints on how to convert a PowerPoint slide to a presentation with voice over, please view the link. Adding Voice Over to PowerPoint Presentations in 5 Easy Steps:

<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>

Assessment Due Date

Week 5 Friday (16 Aug 2019) 11:45 pm AEST

Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 1 per day unless an approved extension has been granted)

Return Date to Students

Week 6 Friday (30 Aug 2019)

Weighting

30%

Assessment Criteria

- Background information of the company (1 mark)
- Situation analysis (10 marks)
- Identify the problem in terms of communication objectives (3 marks)
- Identify and justify the market segments to be targeted (6 marks)
- Summary (2 marks)
- References (2 marks)
- Presentation (6 marks)

Detailed marking rubric will be available in unit's Moodle page.

Referencing Style

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

Submission

Online

Submission Instructions

Submit through the assessment 1 submission link in the unit's Moodle page.

Learning Outcomes Assessed

- explore and critique the role of advertising and integrated communications in contemporary marketing contexts;
- evaluate the practice of advertising and integrated marketing communications, including the coordination of the various promotional mix elements;
- describe and employ the strategies and techniques required for the development of a creative strategy in advertising, examining the various creative approaches, appeals and executions used by advertisers; and

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

- Ethical and Professional Responsibility
- Leadership

2 IMC Plan

Assessment Type

Practical and Written Assessment

Task Description

Assessment 2 requires you to complete the IMC plan that was started in assessment 1. This is an individual assessment with a maximum word limit of 2500. Your assessment should be an application of relevant IMC concepts learnt in the unit. You can use the example of an IMC plan given on pages 498-507 in the textbook as a guide. Please upload the assessment through the appropriate Moodle link. Assessment must be uploaded as a .doc or .docx file (word file).

Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

Assessment Due Date

Week 10 Friday (27 Sept 2019) 11:45 pm AEST

Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 2 per day unless an approved extension has been granted)

Return Date to Students

Week 12 Friday (11 Oct 2019)

Weighting

50%

Assessment Criteria

- Situation analysis (10 marks)
- Communication objectives (3 marks)
- Creative strategy including budget allocation (12 marks)
- Media strategy and coordination of IMC plan (12 marks)
- Evaluation of IMC plan (3 marks)
- Integrate findings from theoretical and empirical research using proper APA referencing (5 marks)
- Mechanics (e.g. report format, writing conventions, grammar, spelling, etc.) (5 marks)

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 2 for every 100 words over the allowed 2500 words limit).

Detailed marking rubric will be available in unit's Moodle page.

Referencing Style

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

Submission

Online

Submission Instructions

Submit through the assessment 2 submission link in the unit's Moodle page.

Learning Outcomes Assessed

- explore and critique the role of advertising and integrated communications in contemporary marketing contexts;
- evaluate the practice of advertising and integrated marketing communications, including the coordination of the various promotional mix elements;
- analyse the major elements of a promotional plan, including: goals and objectives, media planning and strategy, promotions budgets and evaluation methods to develop a comprehensive media plan.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management

- Ethical and Professional Responsibility

3 Journal article summary

Assessment Type

Practical and Written Assessment

Task Description

In this assessment task, you are required to summarize an academic journal article from a list of three articles provided below. The word limit for this individual assessment is 1000 (maximum).

First, please browse the following three research articles recently published in academic journals specialising in advertising and promotion management research. The articles are accessible via unit's Moodle page.

Article 1: Wang, S. W., & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16-32.

Article 2: Tesfom, G., Birch, N. J., & Culver, J. N. (2018). Do Mobile Phone Service Consumers in the US Have Media Preference as Their Source of Information on Competing Mobile Phone Service Plans?. *Journal of Promotion Management*, 24(4), 578-599.

Article 3: Voorveld, H. A., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38-54.

Second, choose **one article** from these three articles and write a summary of the article. You should specifically focus on the following themes in your write-up.

- Introduction: What is the article about?
- Summary of the Literature Review: Write a summary of the key points of the literature review section of the article. What conclusion can be drawn from this literature review?
- Summary of the Findings & Discussion: Summarize the the findings and discussion sections of the article. What conclusion can be drawn from these sections?
- Reflection: Reflect on what you have found interesting about the article.

Your submission should be accompanied with a cover page that clearly cites the chosen article using the APA format. The template for the cover page is available in Moodle.

Any assessment with a 'Turnitin' similarity score of more than 25% will be checked by the marker for plagiarism although it may not necessarily mean that you have plagiarised. If there is a substantial similarity score in the 'Turnitin' report, your assessment could be forwarded to an appropriate office/authority.

Assessment Due Date

Week 12 Friday (11 Oct 2019) 11:45 pm AEST

Penalties apply for late submission (5% mark will be deducted from the total mark for Assessment 3 per day unless an approved extension has been granted)

Return Date to Students

The return of graded submissions and feedback occurs after the certification of grade day.

Weighting

20%

Assessment Criteria

- Ability to summarize the literature review/theoretical background section (6 marks)
- Ability to summarize the findings and discussion sections (6 marks)
- Ability to reflect about the journal article (4 marks)
- Mechanics (e.g. format, grammar, spelling, sentence construction) (4 marks)

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 3 for every 100 words over the allowed 1000 words limit).

Referencing Style

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

Submission

Online

Submission Instructions

Submit through the assessment 3 submission link in the unit's Moodle page.

Learning Outcomes Assessed

- explore and critique the role of advertising and integrated communications in contemporary marketing contexts;
- evaluate the practice of advertising and integrated marketing communications, including the coordination of the various promotional mix elements;
- describe and employ the strategies and techniques required for the development of a creative strategy in advertising, examining the various creative approaches, appeals and executions used by advertisers; and

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

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