

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua
2024

MART201 Integrated Marketing Communications

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

Students are introduced to marketing communication tools such as advertising, promotion, social media platforms and sales promotion, which are developed into integrated marketing communications plans. Presentation skills are particularly emphasised within this paper.

Upon successful completion of this paper, you should

- Understand marketing communication theories and their practical application
- Understand marketing communication tools and their application
- Be able to critique integrated marketing communication campaigns
- Produce an integrated marketing communication strategy plan
- Develop analytical, problem solving, planning, communication, interpersonal and creative skills

Semester Two

0.15 EFTS

18 points

Prerequisites: MART 112

Teaching Staff | *Kaiako*

Course Leader/Lecturer/Tutor

Name: Dr Ismail Shaheer
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Course Administrator

Name: Cathie Child
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Lecturer

Name: Associate Professor Leah Watkins
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Lecturer/Tutor

Name: Jed Maralit
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Office Hours: Please refer to Blackboard

You should contact Cathie Child with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Course Information | *Mōhiohio akoranga*

Lecture Day/Time: Monday and Wednesday 1:00 – 1:50pm
Room: Please refer to your eVision timetable
Tutorials Day/Time: Please refer to your eVision timetable

Every week students must attend two 50 minute lectures and one 50-minute tutorial when scheduled

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the second week of semester. You will be allocated to a tutorial and this will be available in eVision.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the course proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload | *Te Nui o te Mahi*

MART201 is an 18 point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information | *Pukapuka Kaupapa*

Required text:

- Luck, Barker, Sassenberg, Chitty, Andrews & Shimp (2021) Integrated Marketing Communications, 6th Edition, Asia Pacific, Cengage.

Recommended texts in support

- Belch, Belch, Kerr & Powell (2014) Advertising: An integrated marketing communication perspective, 3rd or 4th edit, North Ryde, McGraw-Hill. Pickton & Broderick (2005).
- Integrated Marketing Communications, 2nd Edit., Harlow: Pearson Education. Emerson (2009)
- Writing Guidelines for Business Students, 4th Edit., Cengage.

Calendar | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	15 July	<p>Monday 15 July Introduction: What is IMC? <i>Associate Professor Leah Watkins</i></p> <p>Wednesday 17 July IMC Career Insights - recent graduates</p>	Luck et al. Ch. 1
Tutorial #1	Week beg 22 July	ASSIGNMENT OVERVIEW, GROUP FORMATION	
2	22 July	<p>Monday 22 July Introduction to Communication Processing <i>Associate Professor Leah Watkins</i></p> <p>Wednesday 24 July Communication and Response Models <i>Associate Professor Leah Watkins</i></p>	Luck et al. Ch. 2
Tutorial #2	Week beg 29 July	ASSIGNMENT 1: CAMPAIGN ANALYSIS	
3	29 July	<p>Monday 29 July Commercial Communications Council Future Talent Manager – Amanda Howe</p> <p>Wednesday 31 July Advertising, Ethics, & Society <i>Associate Professor Leah Watkins</i></p>	
4	5 August	<p>Monday 5 August Campaign Research Skills <i>Genevieve Scanlan - Library</i></p>	

		Wednesday 7 August Segmentation, Targeting and Positioning <i>Associate Professor Leah Watkins</i>	Luck et al. Ch. 3
Tutorial #3	Week beg 12 August	ASSIGNMENT 2: CAMPAIGN BRIEF	
5	12 August	Monday 12 August Brand Communication & Positioning <i>Associate Professor Leah Watkins</i> Wednesday 14 August Objectives, Evaluation and Budgeting <i>Dr Ismail Shaheer</i>	Luck et al. Ch. 3 Luck et al. Ch. 4
6	19 August	Monday 19 August IMC in Action Greg Menzies, Emersons Wednesday 21 August Creative Strategy <i>Dr Ismail Shaheer</i>	Luck et al. Ch. 5
7	26 August	Monday 26 August Message Appeal and Execution <i>Dr Ismail Shaheer</i> Wednesday 28 August Media Planning <i>Dr Ismail Shaheer</i>	Luck et al. Ch. 5 Luck et al. Ch. 6 & 14
Mid Semester Break 2nd – 6th September			
Tutorial #4	Week beg 9 September	ASSIGNMENT 3: IMC PROJECT	
8	9 September	Monday 9 September Word of Mouth Communications <i>Jed Maralit</i> Wednesday 11 September Sales Promotions <i>Jed Maralit</i>	Luck et al. Ch. 11
9	16 September	Monday 16 September Sponsorships, Events & Endorsements <i>Jed Maralit</i> Wednesday 18 September Advertising <i>Jed Maralit</i>	Luck et al. Ch. 13 Luck et al. Ch. 7 & 8
10	23 September	Monday 23 September IMC in Action <i>Rachel Cunningham, SPCA</i>	

		Wednesday 25 September Personal Selling & Relationship Marketing <i>Dr Ismail Shaheer</i>	Luck et al. Ch. 12
Tutorial #5	Week beg 30 September	IMC PROJECT PRESENTATIONS (25%)	
11	30 September	Monday 30 September IMC in Action <i>Rainger and Rolfe</i> Wednesday 2 October Digital IMC <i>Dr Ismail Shaheer</i>	Luck et al. Ch. 9 & 10
Tutorial #6	Week beg 7 October	IMC PROJECT PRESENTATIONS (25%)	
12	7 October	Monday 7 October IMC in Action Wednesday 9 October Exam Case Study	
13	14 October	Monday 14 October Exam Lecture & Course Review <i>Dr Ismail Shaheer</i>	

* **First week of Semester 2 is ACADEMIC WEEK 29**
Lectures end Friday 18 October
University Exam Period Second Semester Begins Monday 21st October until
Saturday 9th November.

Assessment | *Aromatawai*

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade
IMC Campaign Analysis – written report (individual)	Submitted in tutorial hour – week beginning 12/8/2024	15%
Campaign brief – written (group)	No tutorial but submitted during tutorial hour week beginning 26/8/2024	10%
IMC Campaign Project – presentation (group)	Presentations timetabled – weeks beginning 30/9/2024 and 7/10/24	25%
Final examination (open book)	TBA	50%

Course Requirements

No terms requirements on this paper.

Assessment Format

Further information on the assessments for this paper will be provided on Blackboard and discussed in class and tutorials.

Referencing Style

For this course the referencing style is APA. Style guides are available on the University Library website:

<https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e. 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the course information tab on Blackboard.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	IMC Campaign	Campaign Brief	Campaign Presentation	Exam	Total
Have a sound understanding of marketing communication theories and their practical application	√	√		√	
Have a sound understanding of marketing communication tools and their application		√		√	
Be able to critique integrated marketing communication campaigns	√			√	
Produce an integrated marketing communication strategy plan			√		
Develop analytical, problem solving, planning, communication, interpersonal and creative skills			√	√	
Total	15%	10%	25%	50%	100

Academic Integrity | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

<https://www.otago.ac.nz/administration/policies/otago116838.html>

<https://www.otago.ac.nz/administration/policies/otago116850.html>

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the departmental administrator or head of department.

Disclaimer | *Kupu Whakatonu*

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.