Course prescription
Discusses the elements of the marketing communications mix. It considers important
issues that relate to the development of promotional campaigns that are created to support
a firm's strategy.

Course advice
Before enrolling in this course you must complete these courses: Prerequisites: MKTG
201 or MKTG 291, and MKTG 202 or 292 You cannot enrol in this course if you have
taken or intend to take the following courses: Restriction: MKTG 392

Goals of the course
Beyond the required core Year 3 courses of MKTG 301 “Marketing Strategy” and MKTG
303 “Buyer Behaviour”, all students who intend to complete a major in Marketing must
take at least one further Year 3 course in Marketing. Many students will choose to take
take more than one of the possible elective courses in Marketing that are available.

This course, MKTG 306, is an elective course that focuses at an advanced level on
Integrated Marketing Communications and how a business can take a holistic approach
to communicating with its customers and with other key stakeholders. The course
explores traditional tools such as advertising, sales promotion, public relations, and
direct marketing, as well as and newer forms of communicating within digital and social
media environments.

The goals of the course are:

- To understand how marketing communications adds value to organizations
- To learn how to develop a marketing communication plan
- To be able to present your marketing communication plan effectively to business
  audiences
<table>
<thead>
<tr>
<th>#</th>
<th>Learning outcome</th>
<th>Graduate profile capability*</th>
</tr>
</thead>
</table>
| LO1 | Evaluate advertising, direct marketing, digital marketing, public relations, sales promotion and personal selling strategies and tactics;                                                                                                                                                                                                              | 1. Disciplinary knowledge and practice  
2. Critical thinking  
3. Solution seeking                                                                                          |
| LO2 | Explain the importance of integrated marketing communications and its impact on brand equity;                                                                                                                                                                                                                                                 | 1. Disciplinary knowledge and practice  
2. Critical thinking  
4b. Communication (Written)                                                                                       |
| LO3 | Learn how companies plan and implement marketing communications;                                                                                                                                                                                                                                                                              | 1. Disciplinary knowledge and practice  
2. Critical thinking  
4c. Engagement (Collaboration)                                                                                     |
| LO4 | Demonstrate critical thinking by challenging the theory and marketing communications practice;                                                                                                                                                                                                                                                  | 2. Critical thinking  
3. Solution seeking  
6. Social and environmental responsibilities                                                                        |
| LO5 | Apply theory, content knowledge, and creative skills to solve complex marketing communications problems;                                                                                                                                                                                                                                      | 2. Critical thinking  
3. Solution seeking  
4c. Engagement (Collaboration)                                                                                     |
| LO6 | Develop and present appropriate advertising and promotion solutions to a client;                                                                                                                                                                                                                                                             | 4a. Communication (Oral)  
4b. Communication (Written)  
4c. Engagement (Collaboration)                                                                                     |
| LO7 | Reflect skills in team work and time management in proposing advertising and promotion solutions.                                                                                                                                                                                                                                            | 4c. Engagement (Collaboration)  
5b. Integrity  
5a. Independence                                                                                                      |

* See the graduate profile this course belongs to at the end of this course outline.
## Content outline

<table>
<thead>
<tr>
<th>Week / Module</th>
<th>Topic</th>
<th>Relevant learning resources/activities</th>
<th>Assessment due this period</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Welcome, IMC overview, branding, course and assessment briefing</td>
<td>Chapter 1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Direct marketing and Sales promotions</td>
<td>Chapter 11</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Personal selling and relationship marketing</td>
<td>Chapter 12</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Public relations and Sponsorship</td>
<td>Chapter 13</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td><strong>Application Test 1 (30%)</strong></td>
<td>Chapters 1, 11, 12, and 13 &amp; lecture content from weeks 1, 2, 3, and 4.</td>
<td><strong>Application Test 1 (30%)</strong> during class time.</td>
</tr>
<tr>
<td>6</td>
<td>Re-cap of IMC/ Advertising management/ Creative strategy</td>
<td>Chapters 1, 5 and 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Mid-semester Break</strong></td>
<td></td>
<td><strong>15 April – 26 April, 2018</strong></td>
</tr>
<tr>
<td>7</td>
<td>Broadcast and Support media</td>
<td>Chapters 7 and 8</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Media planning</td>
<td>Chapter 9</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td><strong>Application Test 2 (35%)</strong></td>
<td>Chapters 1, 5, 6, 7, 8 and 9 &amp; lecture content from weeks 6, 7, and 8.</td>
<td><strong>Application Test 2 (35%)</strong> during class time.</td>
</tr>
<tr>
<td>10</td>
<td>Digital marketing / <strong>Team Project Client Q and A</strong></td>
<td>Chapter 10</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td><strong>Team project presentations (35%)</strong></td>
<td></td>
<td><strong>1. Team executive summary</strong> must be submitted via Canvas on Monday 27th May, by 12 noon.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>2. Team presentation (35%).</strong> Details TBA on Canvas.</td>
</tr>
<tr>
<td>12</td>
<td><strong>Finalist presentations and award ceremony</strong></td>
<td></td>
<td><strong>Peer review due.</strong> Details TBA on Canvas.</td>
</tr>
</tbody>
</table>
Learning and teaching

Interactive classes

Because you will already be familiar with most material for that week our classes will be a mixture of interactive classes, group and individual exercises, guest speakers, and dedicated time to prepare for assessments (e.g. your team project and the Application Tests). These 3-hour classes may have a dedicated portion of the time allocated for you to work in your teams. Please check Student Services Online to confirm the room and time.

Guest speakers

In-depth examples of current New Zealand Integrated Marketing Communications (IMC) practice will be delivered by guest speakers. Content delivered by guest speakers will be highly relevant for your team project (more details below).

Inclusive learning

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with any member of the teaching team. If University or non-university matters are getting on top of you, please contact the University Health and Counselling Services. Every problem has a solution and sharing your concerns will help you work through them. You can contact them on: 923 7681 to make an appointment or for more information go to: https://www.auckland.ac.nz/en/for/current-students/cs-student-support-and-services/cs-personal-support/cs-counselling-services.html

Teaching staff

Course Coordinator and Associate Professor
Dr. Michael SW Lee
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Lecturer
Dr. Felix Septianto
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Office hours: TBA
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Email: f.septianto@auckland.ac.nz

Graduate teaching Assistant
Adeel Khalid
Email: a.khalid@auckland.ac.nz

Course Administration
OGGB, Room 431
Tel: 373 7599 (ext.87479)
Email: marketing.admin@auckland.ac.nz
Learning resources


Textbook website: Your textbook has a comprehensive companion website (http://login.cengagebrain.com/) with many tools that will allow you to deepen your learning and test your understanding of each chapter.

Course book: There is no course book for this paper.

Lecture slides: All lecture slides will be available via CANVAS just before class.

Lecture recordings: Classes are not recorded because of the interactive nature of our classes, the team work that occurs within them and because we want to prepare you to be work-ready (e.g. regular attendance, note-taking, active participation, time management, team work). We have asked our industry partners if they record their client business meetings and none of them do, staff/graduates are expected to be present at meetings, in person.

CANVAS: CANVAS will be used to communicate important information and distribute lecture slides and other useful material. Please note that these lecture slides form the framework of the classes and do not replace classes, where more material may be presented and where you have the opportunity to engage with the content. Please check CANVAS at least every Monday and Thursday.

Marketing subject guide: http://www.library.auckland.ac.nz/subject-guides/bus/subjects/marketing.htm

Other Resources: The library and its associated databases hold many marketing textbooks and business journals that may help you in this course. Magazines, such as NZ Marketing Magazine and AdWeek will also provide you with relevant up to date New Zealand examples of marketing practice.

Marketing Subject Librarian
Justene McNeice
Phone: 373 7599 ext 84668
Email: j.mcneice@auckland.ac.nz
Room M25, Level M General Library

Assessment information

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Weight %</th>
<th>Group and/or individual</th>
<th>Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Test 1</td>
<td>30%</td>
<td>Individual</td>
<td>Rooms will be announced on Canvas</td>
</tr>
<tr>
<td>Application Test 2</td>
<td>35%</td>
<td>Individual</td>
<td>Rooms will be announced on Canvas</td>
</tr>
<tr>
<td>Team Project</td>
<td>35%</td>
<td>Group</td>
<td>Rooms will be announced on Canvas</td>
</tr>
</tbody>
</table>

Pass requirements

MKTG 306 course assessments (Test 1 + Test 2 + Team Presentation) are worth a total of 100%, hence, to pass the course overall, students must achieve a minimum of 50%.

Description of assessment tasks
Assessment task | Learning outcome to be assessed
--- | ---
Application Test 1 | LO1, LO4, LO5
Application Test 2 | LO2, LO3, LO4
Team Project | LO1 – LO7

**Inclusive learning**

Students are urged to discuss privately any impairment-related requirements face-to-face and/or in written form with the courses convenor/lecturer and/or tutor.

**Academic integrity**

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student’s own work, reflecting his or her learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the worldwide web. A student’s assessed work may be reviewed against electronic source material using computerised detection to provide an electronic version of their work for computerised review.

**Student feedback**

We continually improve MKTG306. Three important mechanisms for this are your feedback:

- directly to one of the members of the teaching team;
- through the course and lecturer evaluations at the end of this course; and/or
- on-going feedback through your class representatives.

We cannot promise that we can implement each student’s wishes with regard to MKTG306. What we CAN promise is that we will consider each reasonable request and weigh it up against our aims and experience in running this course.

**In the event of an unexpected disruption**

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via Canvas and the University website.

**Graduate profile for Bachelor of Commerce**

The following six themes represent the capabilities that the Business School seeks to foster in all of its graduates. The development of these capabilities does not come all at once, but rather is expected to build from year to year. Each course is not expected to contribute to all capabilities, but each course will have its own goals and learning outcomes that relate to the overall development of this profile.
<table>
<thead>
<tr>
<th>Graduate Profile Capability</th>
</tr>
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<tbody>
<tr>
<td><strong>KNOWLEDGE AND PRACTICE</strong></td>
</tr>
<tr>
<td>Graduates will be able to demonstrate global awareness and specialist knowledge in one or more fields within the discipline of Business and Economics</td>
</tr>
<tr>
<td><strong>CRITICAL THINKING</strong></td>
</tr>
<tr>
<td>Graduate will be able to analyse and critique theory and practice within and across their disciplines</td>
</tr>
<tr>
<td><strong>SOLUTION SEEKING</strong></td>
</tr>
<tr>
<td>Graduates will be able to recognise and frame a problem and use research skills, creativity and persistence to identify innovative solutions</td>
</tr>
<tr>
<td><strong>COMMUNICATION AND ENGAGEMENT</strong></td>
</tr>
<tr>
<td>Graduates will be able to collaborate with others, demonstrate effective written and oral communication, use communication technologies and communicate across cultures</td>
</tr>
<tr>
<td><strong>INDEPENDENCE AND INTEGRITY</strong></td>
</tr>
<tr>
<td>Graduates will be able to respond professionally and ethically in complex and ambiguous business situations</td>
</tr>
<tr>
<td><strong>SOCIAL AND ENVIRONMENTAL RESPONSIBILITY</strong></td>
</tr>
<tr>
<td>Graduates will embrace ethical obligations towards sustainability, whilst displaying constructive approaches to diversity and recognising the significance of the Treaty of Waitangi</td>
</tr>
</tbody>
</table>