

GSBS6300: Integrated Marketing Communications

Online

2024



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.

OVERVIEW

Course Description	<p>Integrated Marketing Communications is an extremely important part of the marketing mix, as no-one will rush to buy your product if they do not know about it! It is therefore vital to effectively and efficiently communicate your message about your product, service and/or idea to the marketplace. The role of integrated marketing communications in marketing management from both theoretical and practical perspectives is the core of the course.</p> <p>Students investigate topics which include the role of IMC, the use of agencies, communication/behavioural aspects of advertising, planning, budgeting and decision-making, media selection and controls on communication activities.</p>
Contact Hours	<p>Online: Online workshops and discussion forums as per course requirement for the full trimester.</p>
Unit Weighting	10 units
Assumed Knowledge	GSBS6005 Marketing Management and Planning
Workload	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.
Please refer to the course	CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.
Student Consultation	A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.
Course Learning Outcomes	<p>On successful completion of this course, students will be able to:</p> <ol style="list-style-type: none">1. Outline the nature of IMC and describe its environment;2. Explain how to set IMC objectives and formulate an IMC budget;3. Evaluate creative strategies in the light of given marketing objectives and strategies;4. Analyse and evaluate the cost effectiveness of various forms of media;5. Explain the behavioural factors that influence the effectiveness of communications;6. Describe the various control mechanisms to evaluate activities; and7. Prepare an IMC Plan.

COURSE OUTLINE

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Mid Term Quiz	Available from Monday 8:00 am of Week 4 to Sunday of Week 4, 11:59 pm	Individual	20%	1, 3, 4, 5
2	IMC Plan Part A	Sunday of Week 7 by 11:59 pm	Individual	30%	1, 2, 3, 5, 7
3	IMC Plan Project	Sunday of Week 12 by 11:59 pm	Individual	50%	1, 2, 3, 4, 5, 6, 7

Please note: students are advised that ALL assessments must be submitted in English. Assessments not submitted in English will receive a mark of zero.

Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.

Time referenced is time in Newcastle NSW

Late Submissions	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.
-------------------------	--

Assessment 1 – Mid Term Quiz

Assessment Type	In Term Test
Purpose	The purpose of this assessment is to test your knowledge of the nature and environment of IMC, the influence of consumer behaviour on IMC, describe and discuss brand communication mechanisms and analyse strategic IMC planning.
Description	Content from weeks 1-3 inclusive will be assessed. Details provided on the course CANVAS site.
Weighting	20%
Length	90 minutes
Due Date	Available from Monday 8:00 am of Week 4 to Sunday of Week 4, 11:59 pm
Submission Method	Online
Assessment Criteria	Please refer to the course CANVAS site for assessment criteria
Return Method	Online
Feedback Provided	Online

Assessment 2 – IMC Plan Part A

Assessment Type	Proposal/Plan
Purpose	The purpose of this assessment is for students to apply all IMC content covered in the course to a real business context and create a thorough IMC plan.
Description	You are to prepare an Integrated Marketing Communications Plan (IMC Plan) for one year, for a SME business of your choice, with which you are familiar. You are only to use secondary research and are not to contact the business directly to involve them in this process. Thus, you utilise your existing knowledge of the business and its activities, coupled with secondary research related to the market to develop your plan. IMC Plan Part A requires you to understand the background, current situation of the business and establish the 'Big Idea' that will underpin your IMC campaign. A guide to the key features required, and other assignment information, is available on the course CANVAS site.
Weighting	30%
Length	2500 words (+/- 10%)
Due Date	Sunday of Week 7, 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Please refer to course CANVAS site for Assessment Criteria.
Return Method	Online
Feedback Provided	Online

Assessment 3 - IMC Plan Project

Assessment Type	Project
Purpose	The purpose of this assessment is for students to apply all IMC content covered in the Course to a real-life business context and create a thorough IMC plan.
Description	Building upon Assessment 2 (IMC Plan Part A), you are to prepare an Integrated Marketing Communications Plan (IMC Plan) for one year, for a SME business of your choice with which you are familiar. You are only to use secondary research and are not to contact the business directly to involve them in this process. Thus, you utilise your existing knowledge of the business and its activities, coupled with secondary research related to the market to develop your plan. What you develop for this business will be all the business has to rely on for the year ahead. Assume that you have a budget of \$100,000 for the year. A guide to the key features required, and other assignment information, is available on the course CANVAS site.
Weighting	50%
Length	4000 words (+/- 10%)
Due Date	Sunday of Week 12, 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Please refer to the course CANVAS site for assessment criteria.
Return Method	Online
Feedback Provided	Feedback provided after final graded date, upon request.

SYLLABUS

Course Content

Topics in the course include but are not limited to the following:

1. Strategic Brand Communications and Advertising
2. Segmenting and Targeting the Audience
3. How Brand Communication Works
4. Strategic Research and Planning
5. The Creative Side
6. Promotional Writing; Visual Communication
7. Media Basics; Media Planning and Negotiation
8. Paid Media
9. Owned, Interactive and Earned Media
10. Public Relations; Direct Response and Promotions
11. IMC Management; Evaluating IMC Effectiveness
12. Social Impact and Responsibility.

Course Materials

Required Text:

Moriarty, S., Mitchell, N., Wood, C. and Wells, W. (2019). *Advertising & IMC: Principles & practice* (11th ed.). United Kingdom: Pearson Educations Limited.

ISBN: 978-1-292-26206-2

ISBN-13: 9781292459493 (eBook 2023)

Please refer to the course CANVAS site for details of additional recommended texts.

SCHEDULE

Week	Topic	Class Preparation	Activities
1	Strategic Brand Communications and Advertising	Textbook Chapters 1, 2	See CANVAS for details
2	Segmenting and Targeting the Audience	Textbook Chapter 5	See CANVAS for details
3	How Brand Communication Works	Textbook Chapter 8, 6	See CANVAS for details
4	Strategic Research and Planning	Textbook Chapters 7	See CANVAS for details Assessment 1 due Opens: Monday – Week 4 at 8:00 am Closes: Sunday – Week 4 at 11:59 pm
5	The Creative Side	Textbook Chapter 9	See CANVAS for details
6	Promotional Writing and Visual Communication	Textbook Chapters 10, 11	See CANVAS for details
7	Media Basics and Media Planning and Negotiation	Textbook Chapters 12, 15	See CANVAS for details Assessment 2 due: Sunday, week 7 by 11:59 pm
8	Paid Media	Textbook Chapter 13	See CANVAS for details
9	Owned, Interactive and Earned Media	Textbook Chapter 14	See CANVAS for details
10	Public Relations and Direct Response and Promotions	Textbook Chapters 3, 4	See CANVAS for details
11	IMC Management and Evaluating IMC Effectiveness	Textbook Chapters 16, 17	See CANVAS for details
12	Social Impact and Responsibility Course Revision	Textbook Chapter 18	See CANVAS for details Assessment 3 due: Sunday, Week 12 by 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

CONTACTS

School Office **Newcastle Business School – Callaghan, Newcastle City & Online**
 NU Space
 409 Hunter Street
 Newcastle
nbs.enquiries@newcastle.edu.au
 +61 2 4921 5511

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.

Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

© 2024 The University of Newcastle, Australia