

MKTG3004: Advertising and Marketing Communications Strategy
2024



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 Business and marketing objectives define effective communications strategy. The nature and design of communication strategies in terms of customer-marketer interaction is examined with the traditional theories and the future implications of emerging technologies considered. Wherever appropriate, the content is international in its perspective. Students engage in independent and collaborative work processes to design and communicate strategies reflective of authentic practice in Advertising and Promotion.

Sustainable Development Goals



Contact Hours **Integrated Learning Session**
Face to Face on Campus
Two (2) hour(s) per Week for Full Term

Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.

Unit Weighting 10
Assumed Knowledge MKTG1001 Foundations of Marketing or MKTG2100 Marketing Principles.

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 **On successful completion of this course, students will be able to:**

1. Determine the role of marketing communications within the context of marketing strategies;
2. Apply theories to the development of marketing communications;
3. Critically evaluate marketing communication tools;
4. Compare and contrast the stages involved in developing effective marketing communications;
5. Evaluate the impact of emerging technologies and globalisation on the nature of marketing communications inclusive of social and cultural influences;
6. Access and analyse information to improve strategy development and communication outcomes either independently or as a team member;
7. Articulate specialised knowledge in both oral and written contexts reflective of your audience and purpose; and
8. Demonstrate an awareness of the professional standards and Ethical conduct in relation to Advertising and Promotion Strategies.

COURSE OUTLINE

ASSESSMENT DETAILS

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	Communications Critique	Sunday of Week 6, by 11:59 pm	Individual	35%	1, 2, 3, 4, 5, 6
2	Campaign Pitch Presentation	As assigned in workshops (Weeks 8, 9, 10)	Group	25%	2, 6, 7, 8
2	IMC Strategy Report	Sunday of Week 13, 11:59 pm	Group	40%	2, 4, 5, 6, 7, 8

Please note: students are advised that all assessments must be submitted in English. Assessment items 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.
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Assessment 1 – Communications Critique

Assessment Type	Written Assignment
Purpose	The purpose of this critique is to assess your ability to critically evaluate the effectiveness of a recent marketing communication campaign (2021 to 2024) and apply marketing communication theory to support your arguments.
Description	You are required to critique a recent marketing communications campaign for a brand of your choice. You are required to select a campaign that is communicated across multiple media channels (e.g., Television, Radio, and social media). You are encouraged to select a campaign of your choice, however, should you require assistance please contact your course coordinator as soon as possible. Examples of famous campaigns may include, but are not limited to: "What will you Design Today?" (Canva), "Tonight I'll be Eating" (Uber Eats), "Sleeper" (NRMA), "Heinz to Home" (Heinz), "The Hare" (IKEA) or "Shop and Share" (Food Bank Australia).
Weighting	35%
Length	3500 words (+/- 10%)
Due Date	Sunday of Week 6 by 11:59 pm
Submission Method	Online – via Turnitin
Assessment Criteria	Please refer to the course CANVAS site for detailed Assessment Criteria
Return Method	Online
Feedback Provided	Online within 2 weeks of submission

Assessment 2 – Campaign Pitch Presentation

Assessment Type	Presentation
Purpose	The purpose of the presentation is to assess your team's ability to deliver a professional Campaign pitch in response to your assigned client's brief.
Description	Your team is asked to take the lens of an advertising agency and devise an integrated marketing communication campaign based on your clients' campaign brief. The teams developed campaign must meet all the requirements set out in the client brief and highlight why your team's campaign pitch deserves to be selected. You will be given 10 to 15 minutes to deliver your pitch to the team, whereby creativity, professionalism, oral presentation skills and the ability to deliver a cohesive presentation are critical. Whilst, the pitch is prepared and delivered as a group, marks are individually allocated to each group member. Please refer to the marking rubric. Please note: Your group is to select one creative brief and notify the course coordinator by week 4 of your

	teams' choice.
	All group members are required to participate (speak) and dress professionally (e.g., business attire) during the pitch.
Weighting	25%
Length	10 to 15 minutes Presentation time and 5-minute Question time
Due Date	During your team's assigned Workshop Week (Weeks 8, 9, 10)
Submission Method	In Workshop
Assessment Criteria	Please refer to CANVAS site for detailed assessment criteria
Return Method	Not Returned
Feedback Provided	During Workshop

Assessment 3 – IMC Strategy Plan

Assessment Type	Written Assessment
Purpose	The purpose of the integrated-marketing-communications (IMC) plan is to assess your team's ability to develop and create a marketing communication campaign in response to your client's creative brief. You must work cohesively with your team from assessment item two (2) to deliver a well-articulated and justified report.
Description	<p>Your task is to prepare an IMC strategy plan and draft campaign collateral in response to your allocated client brief from assessment item two (2). To complete this task, you are required to work in your assessment item two (2) group, leverage the feedback received from your Campaign Pitch presentation and meet all requirements stipulated in your clients brief. Your report needs to incorporate academic and practitioner resources to support/justify decision that are made for the team's proposed campaign. Unsubstantiated statements will not provide credibility to ideas/arguments discussed in the IMC plan.</p> <p>Please note: Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: NO SPARK NO MARK.</p>
Weighting	40%
Length	5000 words (+/-10%)
Due Date	Sunday of Week 13 by 11:59 pm
Submission Method	Online – via Turnitin - by ONE group member only
Assessment Criteria	Please refer to the course CANVAS site for detailed assessment criteria
Return Method	Online
Feedback Provided	Online within 2 weeks of submission

SYLLABUS

Course Content	<p>Topics in the course include but are not limited to the following:</p> <ol style="list-style-type: none"> 1. The role of marketing communications in the marketing process from both a theoretical and practical perspective. 2. The nature of marketing communications in consumer, business-to-business and international/global contexts. 3. Activities involved in the design of communication strategies. 4. Contemporary and traditional approaches to customer-marketer interaction including those that are electronically based.
Course Materials	<p>Required Text:</p> <p>Clow, K. & Baack, D. (2022) <i>Integrated Advertising, Promotion and Marketing Communications</i> 9th ed., Great Britain: Pearson Education Limited.</p> <p>ISBN: 978-0-135-58972-4</p> <p>An additional Readings list will be provided on the course CANVAS site.</p>

SCHEDULE

Week	Topic	Class Preparation	Assessment
1	Integrated Marketing Communications & Its' Ethics and Planning Process	Refer to Module 1 on CANVAS: Complete relevant module readings and videos	
2	Buyer Behaviour	Refer to Module 2 on CANVAS: Complete relevant module readings and videos	
3	Advertising Campaign Management	Refer to Module 3 on CANVAS: Complete relevant module readings and videos	
4	Media Planning & Strategy Design	Refer to Module 4 on CANVAS: Complete relevant module readings and videos	
5	Advertising Design & Building a Creative Brief	Refer to Module 5 on CANVAS: Complete relevant module readings and videos	
6	Fundamentals to Canva	Refer to Module 6 on CANVAS: Complete relevant module readings and create a free Canva account	Assessment 1 due: Sunday, by 11:59 pm
7	IMC Tool 1: Traditional Media Selection	Refer to Module 7 on CANVAS: Complete relevant module readings and videos	
8	IMC Tool 2: Digital, Social Media & Content Marketing (Part One)	Refer to Module 8 on CANVAS: Complete relevant module readings and videos	Assessment 2: Group Presentations in allocated workshop
9	IMC Tool 2: Digital, Social Media & Content Marketing (Part Two)	Refer to Module 9 on CANVAS: Complete relevant module readings and videos	Assessment 2: Group Presentations in allocated workshop
10	IMC Tool 3: Alternative Marketing and Sales Promotion	Refer to Module 10 on CANVAS: Complete relevant module readings and videos	Assessment 2: Group Presentations in allocated workshop
11	IMC Tool 4: Database and Response Marketing	Refer to Module 11 on CANVAS: Complete relevant module readings and videos	
12	IMC Tool 5: Public Relations & Sponsorship Programs	Refer to Module 12 on CANVAS: Complete relevant module readings and videos	
13	Evaluation of an Integrated Marketing Program	Refer to Module 13 on CANVAS: Complete relevant module readings and videos	Assessment 3 due: Sunday, 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

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PSB Academy Enquiries

Log your question or request to the PSB Program Executives at the following website:
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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: <ul style="list-style-type: none"> - 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. - Face to Face: Communication will be provided via face to face meetings or supervision.
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: <ol style="list-style-type: none"> 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.

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