Unit Outline*

MKTG8501 / MKTG8701

Integrated Marketing Communications

Semester 1, 2011
Crawley

Winthrop Professor Dick Mizerski

Business School

www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School Unit Outline Supplement available on the Current Students web site http://www.business.uwa.edu.au/students
UNIT DESCRIPTION

Introduction

This unit was developed to give the student an applied understanding of the major activities involved in the integrated and effective use of advertising, sales promotion and publicity to market goods, services, ideas and individuals. The large role of integrated marketing communication (IMC) in Social Marketing efforts is also reviewed. All of the topics are focused on the use of mass media. Although there is some coverage and a team project on the use of the Web, an in-depth coverage of internet-based communication is provided in MKGT8501/7501.

Unit content

This unit teaches that the elements of marketing communication (MARCOM) should be viewed and used in an integrated manner to maximise the synergies that a consistent position and message can have on targeted audiences. Students learn how the competitive environment, the product and profile of the target markets influence strategies for integrating marketing communications. The student will learn to evaluate data for determining the potentials of segments of consumers, how to best develop strategies and tactics targeted to segments with adequate potential and the procedures to evaluate the success of IMC campaigns. Issues concerning the societal effects of IMC, and using IMC for Social Marketing and public policy will also be covered. Upon completion of this unit students have the skills and understanding to develop and maintain an IMC campaign that offers the enterprise both short-term profits and long-term growth opportunities.

The goal of the unit

The specific goal of this unit is to develop student’s ability to analyse the communications environment of the marketer and develop IMC efforts that assist marketing and organisation goals. The assessment components for this unit are directly tied to each of the following learning outcomes and educational principles.

Learning outcomes

On completion of this unit, you should be able to:

• Understand and use the elements of IMC;
• Evaluate and choose the appropriate audiences for the IMC efforts;
• Develop IMC strategies for optimising communication efforts;
• Be able to evaluate the effects of your IMC programmes.

Educational principles and graduate attributes

In this unit, you will be encouraged and facilitated to develop the ability and desire to:

• Critically evaluate and analyse data on consumer purchase and media use;
• Develop the skills to use data to develop and evaluate the success of IMC strategies;
• Develop competencies to work effectively in teams through completion of a group project for the Google online challenge.
TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies
This unit encourages students to consider the range of IMC options and when they are most effective. By participating in this unit, students will have the opportunity to engage with many educational modalities which may include, among others:

• Development of research and analysis skills.

• Improvement of communication skills in a team through the Google online challenge.

Teaching and learning evaluation
You will be asked to complete two evaluations during this unit; The Student Perception of Teaching (SPOT) and the Students’ Unit Reflective Feedback (SURF). The SPOT is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and attempts to deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete both forms as your feedback is extremely important and can be used to adjust the unit or lecturing style when appropriate.

Attendance
Participation in class, whether listening to a lecture or contributing to the class discussions, is an important part of the learning process. Therefore, it is strongly suggested that you attend classes. More formally, the University regulations state that ‘to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials’. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit. Please raise the issue of missed attendance with your lecturer if you anticipate problems with class attendance.
CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

<table>
<thead>
<tr>
<th>Unit coordinator/lecturer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Winthrop Professor of Marketing, Dick Mizerski</td>
</tr>
<tr>
<td>Email: <a href="mailto:dick.mizerski@uwa.edu.au">dick.mizerski@uwa.edu.au</a></td>
</tr>
<tr>
<td>Phone: 6488 7210</td>
</tr>
<tr>
<td>Consultation hours: After class (12:30pm-2.00pm) and by appointment</td>
</tr>
<tr>
<td>Lecture day &amp; time: Tuesday, 9:00am – 12:00pm</td>
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<tr>
<td>Lecture venue: BUSN: 101 Case Study Room</td>
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</tbody>
</table>

TEXTBOOK(S) AND RESOURCES

Unit website
http://www.webct.uwa.edu.au

Recommended/required text(s)

All students will be responsible for assigned readings that will be provided on WebCT for some lectures. For those students that would prefer a text to review, several are available. Last time I taught this unit I used Chitty, Barker and Shimp (2005), Integrated Marketing Communications, Thomson Publishing. Used copies are probably available. Another excellent but much more challenging text is by John Rossiter and Steven Bellman (2005), Marketing Communications: Theory and Applications.
## UNIT SCHEDULE

<table>
<thead>
<tr>
<th>Week #</th>
<th>Topic</th>
<th>Lecture</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Overview of Integrated Marketing Communication (IMC)</td>
<td>March 1</td>
</tr>
<tr>
<td>2</td>
<td>How the Product Life Cycle Affects IMC</td>
<td>March 8</td>
</tr>
<tr>
<td>3</td>
<td>New product vs. new brand</td>
<td>March 15</td>
</tr>
<tr>
<td>4</td>
<td>IMC for really new and infrequent choices</td>
<td>March 22</td>
</tr>
<tr>
<td>5</td>
<td>IMC for frequently re-purchased products</td>
<td>March 29</td>
</tr>
<tr>
<td>6</td>
<td>Developing IMC objectives for marketing goals / Review for exam</td>
<td>April 5</td>
</tr>
<tr>
<td>7</td>
<td>Mid semester exam</td>
<td>April 12</td>
</tr>
<tr>
<td>8</td>
<td>Creating the message</td>
<td>April 19</td>
</tr>
<tr>
<td>9</td>
<td>Media measures and tactics</td>
<td>May 3</td>
</tr>
<tr>
<td>10</td>
<td>Sales promotion tools and tasks</td>
<td>May 10</td>
</tr>
<tr>
<td>11</td>
<td>Evaluating the success of your IMC campaign</td>
<td>May 17</td>
</tr>
<tr>
<td>12</td>
<td>Can you make people buy with IMC?</td>
<td>May 24</td>
</tr>
<tr>
<td>13</td>
<td>Can you stop consumption with Social Marketing and Public Policy? Review for final exam</td>
<td>May 31</td>
</tr>
</tbody>
</table>
### Google Online Marketing Challenge Activities

<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1</td>
<td>Nothing to do</td>
</tr>
<tr>
<td>March 8</td>
<td>- Initial group forming in class&lt;br&gt;- Selecting clients.</td>
</tr>
<tr>
<td>March 15</td>
<td>- Nominate group captains.&lt;br&gt;- Group captains setting up a <strong>Google account</strong> if previously do not have one.&lt;br&gt;- Selecting clients.</td>
</tr>
<tr>
<td>March 22</td>
<td>- Client choice and acceptance-Students confirm the selected business has agreed verbally to the “Letter to Business” included in their Student Guide.&lt;br&gt;- Students meet with their selected business to understand the business and preparing for Pre-Campaign Strategy.&lt;br&gt;- Students set up the AdWords account at <a href="http://www.adwords.google.com">www.adwords.google.com</a> and generate a 10 digit Customer ID (see Page 18 in Student Guide).</td>
</tr>
<tr>
<td>March 29</td>
<td>- Students submit their Group Project Form (Appendix One) to Mizerski.&lt;br&gt;- Group captains must go to <strong>Student Dashboard</strong> at <a href="http://www.google.com/onlinechallenge">www.google.com/onlinechallenge</a> to register teams <strong>between 28th and 31st of March</strong>. Make sure you enter Dick’s email as: <a href="mailto:dick.mizerski@uwa.edu.au">dick.mizerski@uwa.edu.au</a>&lt;br&gt;- Mizerski verifies the teams with Google and Group captain should receive an email from Google that the team has been verified.&lt;br&gt;- Writing up the Pre-Campaign Strategy Report.</td>
</tr>
</tbody>
</table>
### April 5

**Pre-Campaign Strategy Report due on Tuesday 5 April by the beginning of class (9am):**

1) Submission to Mizerski via Uniprint.
2) Submission to Google.
*Submission to the client if requested.

### April 12

- Students set up the basics of their AdWords campaign.

### April 19

- Campaign starts at 8am, 18 April (Monday).
- Running the campaign during non-teaching week (April 25-April 29)

### May 3

- Running the campaign

### May 10

- Campaign finishes at 8am
- 9 May (Monday).
- Writing up Post-Campaign Summary.

### May 17

- **Post-Campaign Summary Report due on Friday 20 May:**
  1) Submission to Mizerski via Uniprint.
  2) Submission to Google.
  *Submission to the client if requested.

### May 24

Nothing due

### May 31

Nothing due
ASSESSMENT MECHANISM

The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

Assessment mechanism summary for MKTG8501 (6 point unit)

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid semester exam: essay / case</td>
<td>40%</td>
<td>April 12</td>
</tr>
<tr>
<td>Google Challenge teams/groups</td>
<td>20%</td>
<td>Note &quot;Google Online Marketing Challenge Activities&quot;</td>
</tr>
<tr>
<td>Final exam: essay / case</td>
<td>40%</td>
<td>TBA</td>
</tr>
</tbody>
</table>

Assessment mechanism summary for MKTG8701 (8 point unit)

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid semester exam essay/case</td>
<td>35%</td>
<td>April 12</td>
</tr>
<tr>
<td>Google Challenge teams/groups</td>
<td>20%</td>
<td>Note &quot;Google Online Marketing Challenge Activities&quot;</td>
</tr>
<tr>
<td>Report on best local IMC</td>
<td>10%</td>
<td>May 31</td>
</tr>
<tr>
<td>Final exam essay/case</td>
<td>35%</td>
<td>TBA: during exam weeks</td>
</tr>
</tbody>
</table>

Note 1: Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

Note 2: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.
Assessment components

Mid semester exam

Students will be given a case-based and essay response type in-class examination that covers material in lectures from weeks 1 to 6. The case will provide data that will need to be analysed and used to develop strategies to solve the issues requested in the exam.

Assessment 2 : Google Adwords Campaign (Group Project, 20% in total)

Students in this unit will have the opportunity to design and evaluate a real campaign for a real client under Google Online Challenges. In this challenge students are required to design a Google AdWords advertising campaign for their selected clients. Students are required to form a group of 3-4 (See Appendix One for Group Project Form) within the same unit. Each group need to choose a group captain and select a real client (a business or an organization) for the Adwords campaign. Each group needs to choose a unique client because each client can have only one AdWords campaign entry.

More details related to client selection can be found at the Student Guide at http://www.google.com/onlinechallenge/student_guides.html.

Overall learning objectives

- To apply advertising and sales promotion principles to online activities in a real business situation;
- To understand targeting and positioning for an online marketing communication campaign;
- To understand the development and evaluation of a marketing communication campaign;
- To learn the technical and cultural factors affecting the success of a marketing communication campaign;
- To learn how to monitor and evaluate a marketing communication campaign.

a) Nominate a team captain. In week three (March 15), you will form groups and nominate your team captains. Your team captain will need to have a Google account. For setting up a Google account, please see http://www.google.com/accounts/NewAccount.

b) Selecting a business or organization. Your team must agree with Mizerski on who you will work with. You will need to present the business with a copy of the ‘Letter to Businesses’ (included with the student guide) and have them verbally agreed to work with you by week 4 (March 22).

c) Meet with your business and write your pre-campaign strategy report. To be successful in the challenge, you will need to understand what the business does and what it hopes to achieve from online marketing. Allocate time to meet with them, write your pre-campaign strategy and submit it to Mizerski and Google at least 24 hours before the campaign starts. (See below regarding submission details.)
<Details on Pre-Campaign Strategy Report> (5%)

A written report and maximum 4 pages in total.

- **Written format**

All written reports should be in English and use the following formatting: 12-point Times font, 2.54cm page margins, A4 paper, left-justification, 1.5 line spacing. A4 paper is a standard paper size, in the ‘Page Layout’ section of most word processing programs.

Do not include cover pages, Title Pages, or Table of Contents with your report. Similarly, do not include information that shows your group members’ names or institutional affiliations (e.g., college or university). Reports that exceed the page limit or ignore the formatting guidelines are ineligible for judging.

- **Structure**

Part 1: Client overview (Client profile, Market analysis, Current marketing, Conclusion)

Part 2: Proposed AdWords strategy

Details related to the writing and evaluation of Pre-Campaign Strategy can be found at the Student Guide (http://www.google.com/onlinechallenge/student_guides.html).

- **Submissions** (see “Assignment Submission Details”)

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d) **Set up your Adwords Account and begin your campaign.** To participate in the Google Online Marketing Challenge, your team captain must create an adwords account and provide the Customer ID (CID) number in the Student Dashboard accessible from http://www.google.com.au/onlinemarketingchallenge “information for students” section.

All details on setting up Adwords accounts as well as how to request US$200 dollars credits can be found at Page 18 at the Student Guide. Each team should also submit the hardcopy of their group project form including the group captain’s email and the CID (see Appendix One in the unit outline) to Mizerki at week 5 (March 29).

**Two MANDATORY things for Challenge participants are:**

- Create the account in US dollars (US$)
- **NOT enter any billing information**

Please note that it is the team’s responsibility to follow the instructions carefully. Not following the instructions may cause delays in receiving the credits of US$200 and subsequent delays in running the campaign. For example, due to the delay, your team may have less than 3 weeks of duration to run the campaign.

e) Write Your Post-Campaign Summary Report

<table>
<thead>
<tr>
<th>Details on Post-Campaign Summary Report &gt; (15%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A written report with maximum 8 pages in total.</td>
</tr>
<tr>
<td>• Written Format</td>
</tr>
<tr>
<td>All written reports should be in English and use the following formatting: 12-point Times font, 2.54cm page margins, A4 paper, left-justification, 1.5 line spacing. A4 paper is a standard paper size, in the ‘Page Layout’ section of most word processing programs.</td>
</tr>
<tr>
<td>Do not include cover pages, Title Pages, or Table of Contents with your report. Similarly, do not include information that shows your group members’ names or institutional affiliations (e.g., college or university). Reports that exceed the page limit or ignore the formatting guidelines are ineligible for judging.</td>
</tr>
<tr>
<td>• Structure</td>
</tr>
<tr>
<td>Part 1: Executive summary</td>
</tr>
<tr>
<td>Part 3: Industry components</td>
</tr>
<tr>
<td>Part 3: Learning components</td>
</tr>
<tr>
<td>Optional: Students competing the NGO Impact Award should add a description of 200 words on the impact of their non-profit organization by using the Adwords campaign. This one page, stand-alone document should be at the end of the Post-Campaign Report.</td>
</tr>
<tr>
<td>Details related to the writing and evaluation of Post-Campaign Report can be found at the Student Guide (<a href="http://www.google.com/onlinechallenge/student_guides.html">http://www.google.com/onlinechallenge/student_guides.html</a>).</td>
</tr>
<tr>
<td>• Submissions (see “Assignment Submission Details”).</td>
</tr>
</tbody>
</table>

f) Assignment Submission Details

*for both Pre-Campaign Strategy Report and Post-Campaign Summary Report, teams must make two submissions on the same date: one to Mizerski and one to Google (see details below). |
*Teams need to also submit a copy (either soft or hard) to the client if requested by the client. The dates for submissions to the client will be agreed between the team and the client. |

• Submissions to the lecturer via “Uniprint”

Submit your assignment by going to the Uniprint web site www.uniprint.uwa.edu.au. Click on “Student Assignments” and follow the instructions. |
*Those teams who have been granted additional time by the lecturer to complete an assignment or have missed the deadline for submission should submit a hard copy ((and attach a softcopy in a CD with all contents that can be saved electronically) to the pigeon hole at the Postgraduate Student Centre. Please remember to attach an Assignment Cover sheet to the front of your assignment. You can download the relevant Assignment Cover sheet from the Business School Current Students web page http://www.business.uwa.edu.au/students/assessments. |
Note: All assignments submitted through the pigeon hole at the Student Centre must have a cover sheet containing a barcode attached. |

• Submissions to Google via “Student Dashboard”
In order to be eligible to compete in the Challenge, all student teams SHOULD submit both the Pre-Campaign Strategy Report and the Post-Campaign Summary Report on the same dates they make submissions to the lecturer. However, there is no restriction of any specific timing of the day for the submissions to Google. These submissions must be done via Student Dashboard accessible from http://www.google.com.au/onlinemarketingchallenge “information for students” section.

**Assessment item 3 or 5: Final Exam**

The final exam will be scheduled during the exam period. The exam will contain a case with appended data that will have questions that are to be answered. The exam will cover material primarily from weeks 8 to 13. The student will need to respond to the questions in an essay format that defends his or her answers.

**Assessment item 4: Report on Best Local IMC Use (only those doing MKTG8701, 10%)**

Aim: To choose and defend your choice of the best local (WA) IMC use. Writing skills in relation to critiquing concepts and ideas will also be developed.

Length is a maximum of five (5) pages with appendices (not counted in 5 pages), 1.5 spacing, 12 font not including references or title page. Reference style is to be Harvard and can be found at the Library Web Site. This individual report is to be submitted online to Uniprint.

**Submission of assignments**

Please remember to attach an Assignment Cover Sheet to the front of your assignment. You can download and print your Assignment Cover Sheet from the Current Students web page http://www.business.uwa.edu.au/students/assessments

**Student Guild**

Phone: (+61 8) 6488 2295  
Facsimile: (+61 8) 6488 1041  
E-mail: enquiries@guild.uwa.edu.au  
Website: http://www.guild.uwa.edu.au

**Charter of Student Rights and Responsibilities**


**Appeals against academic assessment**

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer http://www.secretariat.uwa.edu.au/home/policies/appeals ).
Appendix

MKTG8501/7501 Google Challenge Group Project Form

- This group should be formed by 3 to 4 students from this unit.
- Please hand in this original copy to Mizerski at the week 5 lecture (March 29) and he will return a copy to you.

Group Members:

1) Surname________________ Given Name _____________   (Student #  _____________)
2) Surname________________ Given Name _____________   (Student #  _____________)
3) Surname________________ Given Name _____________   (Student #  _____________)
4) Surname________________ Given Name _____________   (Student #  _____________)

Group Captain’s Name: _______________________

Group Captain’s E-MAIL: _________________________ (PLEASE WRITE CLEARLY).

10 Digit Customer ID (CID) Adwords Account: _________________________

Name of the client: ___________________________________________

Website of the client: _________________________________________

“I understand that the overall assignment mark will be given to every member equally unless otherwise agreed to by the team members. The group captain has the agreement of all group members to resolve any disputes arising within the group. Any group member can report to the lecturer of any dispute that the group captain cannot resolve before the assignment is handed in. There will not be any consideration if the dispute is only brought to the lecturer’s attention after the assignment is handed in. Every group member may have to fill out an Individual Contribution Evaluation Form if the tutor cannot resolve the dispute and if majority of the group agree to do so. In this case, an individual’s final mark will be decided by the average evaluation that all group members (including this individual) have given to this individual.”

Signed:

"Name" ___________________________ Date: ______________

"Name" ___________________________ Date: ______________

"Name" ___________________________ Date: ______________

"Name" ___________________________ Date: ______________