BS244

MARKETING COMMUNICATION

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Unit Name: BS244 Marketing Communication

Nominal Duration: 14 weeks

Delivery Mode: Internal and External

Workload:
- Class contact (Internal mode) or Review of materials (External mode): 42 hours
- Reading and private study: 48 hours
- Assignment preparation: 50 hours
- TOTAL: 140 hours

Weight: 10 credit points

Unit Coordinator: Mark Beard

Teaching Staff: Mark Beard

Co / Prerequisite Units: BS140 Introduction to Marketing

Core / Elective:
- Diploma of Business: Not available
- Associate Degree in Business: Not available
- Bachelor of Business: Core for Marketing major; Elective for all other majors

Rationale:
The marketing and communication channels available to organisations today are many and varied. It is imperative to the integrity of the organisation’s brand that it maintains the same message and/or brand image through whichever channels it chooses to utilise. By adopting an integrated marketing communication strategy, an organisation can reinforce its brand and synergise its promotional spend. A better understanding of the various communication channels will help management make better strategic decisions in support of the organisation’s marketing objectives.

Text Requirements:

Outcomes:
On completion of this unit, students will have provided evidence that they are able to:
1. Describe the nature and scope of Integrated Marketing Communication (IMC).
2. Define how IMC affects an organisation as a whole.
3. Use knowledge of IMC to develop and recommend effective marketing communication strategies.
5. Integrate Christian values and beliefs in the application of Strategic Marketing Communication theory and practice.

Content:
- Week 1: Introduction: The development of Advertising in Australia and New Zealand
- Week 2: Social, Ethical and Regulatory Aspects
- Week 3: The Communication Process
- Week 4: Developing Consumer Insight
- Week 5: Branding and Building Relationships
- Week 6: The Planning Process and Strategy Development
- Week 7: Establishing Objectives and Budgeting
- Week 8: Message Strategy and Execution
- Week 9: Media
- Week 10: Media Evaluation
- Week 11: Public relations and Sponsorship
- Week 12: Sales promotion
- Week 13: Personal Selling
- Week 14: Review
Assessment

Assessment Task #1 – Case Studies (Relates to Outcomes 1-5)

This is a formative assessment item to assist students in understanding the fundamental concepts of consumer behaviour and apply these concepts to organisational issues and problems. Students are required to answer all the questions provided in the text for three cases selected. Written answers for each case are to be submitted to the lecturer at the commencement of the lecture. As the cases will be discussed in tutorial sessions, late submissions will not be accepted.

Weighting: 20% (4 X 5% each)  
Due Date:  Weeks 4, 6, 8, 10

Assessment Task #2 – Group Assignment (Relates to Outcomes 1-5)

Each group is to propose a promotional and advertising strategy for a business or organisation of their choice. The proposal is to include the buying behaviour of the target market and a comparison of the media strategies available, with recommendations, and justification for a proposed budget. The report is to include an Executive Summary. Any assumptions should be noted and costs included should be realistic (eg TV advertising).

Weighting: 30%  
Due Date:  Week 15

Assessment Task #3 – Final Exam (Relates to Outcomes 1-4)

Three hour end of semester examination, and will be comprehensive over the entire unit. This exam will assess student understanding of all aspects of Marketing Communication and will comprise a combination of multiple-choice, True/False and short answer questions. It may include questions based upon material from the text, lectures and cases.

Weighting: 50%  
Due Date:  Week 16 (Examination Week)

Academic & General Resource Requirements


Journals

*Journal of Advertising* [ISSN 0091-3367]  
*European Journal of Marketing* [ISSN 0309-0566]  
*Journal of Marketing Theory and Practice* [ISSN 1069-6679]  
*Journal of Marketing Communications* [ISSN

Unit Summary

This unit will further develop students’ understanding of integrated marketing communication strategies, which were introduced in *BS140 Introduction to Marketing*. Those students pursuing the Marketing major will benefit from both the formative value of the case studies and the complexities of developing and writing an Integrated Marketing Communication strategy in a group situation.