



BUSINESS SCHOOL  
Te Kura Pakihi

## Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

### MART201 Integrated Marketing Communications

#### Paper Description and Aims

Students are introduced to marketing communication tools such as advertising, promotion, social media platforms and sales promotion, which are developed into integrated marketing communications plans. Presentation skills are particularly emphasised within this paper.

Upon successful completion of this paper, you should be able to

- Have a sound understanding of marketing communication theories and their practical application
- Have a sound understanding of marketing communication tools and their application
- Be able to critique integrated marketing communication campaigns
- Produce an integrated marketing communication strategy plan
- Develop analytical, problem solving, planning, communication, interpersonal and creative skills

Semester Two

0.15 EFTS

18 points

**Prerequisites:** MART 112

#### Teaching Staff

##### **Paper Coordinator**

Name: Cathie Child  
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Office Hours: Please refer to Blackboard

##### **Course Leader/Lecturer/Tutor**

Name: Dr. Shelagh Ferguson  
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**Lecturer/Tutor**

Name: Associate Professor Leah Watkins  
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Office Hours: Please refer to Blackboard

You should contact Cathie with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

**Expectations for Staff Response Time to Email Enquiries** – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

**Paper Delivery**

Lecture Day/Time: **Monday and Wednesday 1:00 – 1:50pm**

Room: Please refer to your eVision timetable

Tutorials Day/Time: Please refer to your eVision timetable

Every week students must attend two 50-minute lectures and one 50-minute tutorial when scheduled.

**Lectures** present the key conceptual material through discussion and interaction between teaching staff and students. Lectures are supported by readings.

**Tutorials** are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the second week of semester. You will be allocated to a tutorial and this will be available in eVision.

**Calendar** The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

*Students are expected to prepare for and attend all classes to gain full benefit from the course*

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

**Expectations and Workload**

MART201 is an 18-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials

assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

## **Textbook Information**

Required text:

- Luck, Barker, Sassenberg, Chitty, Andrews & Shimp (2021) Integrated Marketing Communications, 6th Edition, Asia Pacific, Cengage.

Recommended texts in support

- Belch, Belch, Kerr & Powell (2014) Advertising: An integrated marketing communication perspective, 3rd or 4th edit, North Ryde, McGraw-Hill.
- Pickton & Broderick (2005). Integrated Marketing Communications, 2nd Edit., Harlow: Pearson Education.
- Emerson (2009) Writing Guidelines for Business Students, 4th Edit., Cengage.

## **Calendar**

Week	Week Commencing*	Topic	Reading	
1	10 July	Introduction: What is IMC? IMC in Action (Guest Lecture)	Luck Ch. 1	
2	17 July	Introduction to Communication Communication and Response Models	Luck Ch.2	<b>TUTORIAL 1</b>
3	24 July	Guest Lecture- Genevieve Scanlan Library Marketing Communication and Society	To be provided	<b>TUTORIAL 2</b>
4	31 July	Guest Lecture – Maddie Long, Comms Council Brand Communication	Luck Ch. 3	
5	7 August	Segmentation, Targeting and Positioning Objectives, Evaluation and Budgeting	Luck Ch. 4 Luck Ch. 5	<b>TUTORIAL 3</b> <b>Campaign Analysis (15%)</b> <b>submitted in tutorial hour -</b> <b>week beginning 7/8/23</b>
6	14 August	IMC in Action Guest Lecture - Jen Rolfe, Rainger and Rolfe Creativity and Strategy	Luck Ch. 5	
7	21 August	Creativity and Strategy Message Strategies Message Appeal and Execution	Luck Ch. 5	<b>No tutorial but</b> <b>Campaign Brief (10%)</b> <b>submitted in tutorial hour -</b> <b>week beginning 21/8/23</b>

28 August to 1 September - Mid Semester Break				
8	4 September	Word of Mouth Communications Sale Promotions	Luck Ch 10 Luck Ch. 11	<b>TUTORIAL 4</b>
9	11 September	Sponsorship, Event and Endorsements Advertising	Luck Ch. 13 Luck Ch. 7 & 8	
10	18 September	Technology based IMC Media Planning	Luck Ch. 9 & 10 Luck Ch.6 & 14	
11	25 September	IMC in Action Social and Cause related IMC		<b>TUTORIAL 5</b> <b>IMC Project Presentations (25%)</b>
12	2 October	Social Media case study Exam Case study		<b>TUTORIAL 6</b> <b>IMC Project Presentations (25%)</b>
13	9 October	Exam Lecture and Course Review		<b>TUTORIAL 7</b>

**\* First week of Semester 2 is ACADEMIC WEEK 28**

**Lectures end Friday 13 Oct**

**University Exam Period Second Semester Begins Wednesday 18 October**

**Ends Wednesday Saturday 11 November**

## **Assessment**

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade
IMC Campaign Analysis – written report (individual)	Submitted in tutorial hour – week beginning 7/8/2023	15%
Campaign brief – written (group)	No tutorial but submitted in tutorial hour week beginning 21/8/2023	10%
IMC Campaign Project – presentation (group)	Presentations timetabled – weeks beginning 25/9/2023 and 2/10/23	25%
Final examination (open book)	TBA	50%

## Paper Requirements

No terms requirements on this paper.

## Assessment Format

Further information on the assessments for this paper will be provided on Blackboard and discussed in class and tutorials.

## Referencing Style

For this paper the referencing style is *APA*. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing/index.html>

## Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

## Group Work

If you group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

## Learning Outcomes

Learning Outcome	IMC Campaign	Campaign Brief	IMC Project	Exam	Total
Have a sound understanding of marketing communication theories and their practical application	√	√		√	
Have a sound understanding of marketing communication tools and their application		√		√	
Be able to critique integrated marketing communication campaigns	√			√	
Produce an integrated marketing communication strategy plan			√		
Develop analytical, problem solving, planning, communication, interpersonal and creative skills			√	√	
<b>Total</b>	15%	10%	25%	50%	100%

## **Academic Integrity**

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at [www.otago.ac.nz/study/academicintegrity](http://www.otago.ac.nz/study/academicintegrity), or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

## **Turnitin on Blackboard**

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

## **Concerns about the Paper**

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are

University channels that may aid resolution. For further advice or more information on these, contact the Departmental Administrator or Head of Department.

### **Disclaimer**

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.