Tasmanian School of Business & Economics (TSBE) (School)
College of Business and Economics (College)

BMA349
ADVERTISING AND PROMOTION

12.50 Credit points

Semester 1, 2019

Unit Outline

Dr Louise Grimmer
CONTACT DETAILS

Unit coordinator

Unit coordinator: Dr Louise Grimmer
Campus: Hobart
Email: Louise.Grimmer@utas.edu.au
Phone: 03 6226 1587
Room location and number: Room 314, Centenary Building
Consultation hours: By appointment
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WHAT IS THE UNIT ABOUT?

Unit description

BMA349 Advertising and Promotion covers the general area of marketing communications. The unit focuses on the selection of appropriate marketing messages for an organisation to communicate. Fundamentally, this rests upon the management of key tools and media which can be used to deliver marketing messages in an effective and integrated way while achieving communications and higher-order objectives. During the course of this unit, you will focus upon a contemporary approach to marketing communications that considers how integration of messages may achieve maximum impact, primarily through the coordinated use of a range of marketing communication tools.

This approach to communications planning considers the strategic use of a range of traditional media, e.g., television, print and sales promotion, as well as digital and social media. The unit explores the nature of the various channels available to aid you in understanding selection of appropriate media options. These central topics are placed in the context of more general marketing communications issues faced by organisations of all sizes including the establishment of objectives, budgeting and organising for effective coordination and delivery of promotional messages. You will find that understanding the complexities and issues involved in advertising and promotion will be of value to you when making both marketing and general business decisions in the future.

Intended Learning Outcomes

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

1. Demonstrate knowledge of the theories and concepts of marketing communications and their application to practice.
2. Use theory and independent research to analyse contemporary marketing communication issues.
3. Communicate an understanding of marketing communication theory and practice.
Graduate Quality Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

Nil

Prior knowledge &/or skills

BMA151/251 Principles of Marketing
HOW WILL I BE ASSESSED?

Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Campaign analysis</td>
<td>Friday 22 March</td>
<td>20</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>2. Pitch Presentation</td>
<td>Friday 26 April</td>
<td>30</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td>3. Campaign Report</td>
<td>Friday 31 May</td>
<td>50</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1: Campaign Analysis

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical analysis of a current marketing communication campaign.</td>
<td>Explain the pros and cons of marketing communication tools within a marketing communications theory context.</td>
<td>LO1</td>
</tr>
</tbody>
</table>

Due by date: Week 4: Friday 22 March 2019
### Assessment Task 2: Campaign Pitch Presentation

**Task Description**
Presentation to the client of the proposed campaign. Full details of this assessment item are available on MyLO: Assessment/Assessment Item 2/ BMA349 Assessment Item 2 – Information; and Assessment/Assessment Item 2/ BMA349 Assessment Item 2 – Submission guidelines

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identify and analyse marketing communication issues in a real-world setting.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Apply marketing communication theories to real-world issues and provide recommendations for future strategies.</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Communicate in the format of an oral presentation using visual aids in a professional manner.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**
- Video: Presentation to camera with audio – maximum length of 6 minutes (minimum of 5 minutes).
- PowerPoint presentation – 12 slides maximum (8 slides minimum)

**Due by date**
Week 8: Friday 26 April 2019

### Assessment Task 3: Campaign Report

**Task Description**
Report on the marketing communication strategies for the proposed campaign. Full details of this assessment item are available on MyLO: Assessment/Assessment Item 3/ BMA349 Assessment Item 3 - Information

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain the pros and cons of marketing communication tools within a marketing communications theory context.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Identify and analyse marketing communication issues in a real world setting.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Conduct independent research on contemporary marketing communication issues.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Apply marketing communication theories to real world issues and provide recommendations for future strategies.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Write clearly using the language of marketing communications.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

**Task Length**
2,500 to 3,000 words (excluding references)

**Due by date**
Week 13: Friday 31 May 2019
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor’s name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.

Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.
Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   (b) ‘late’ means after the due date and time; and
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims.

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.

Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay a $50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Before starting your assignments, you are advised to familiarise yourself with the following electronic resources.

The first is the Harvard Referencing System Style Guide, which can be accessed from the UTAS library: http://utas.libguides.com/content.php?pid=27520&sid=199808. The Harvard style is the appropriate referencing style for this unit and the guide provides information on presentation of assignments, including referencing styles. In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The second is the Tasmanian School of Business and Economics’ Writing Assignments: A Guide, which can be accessed at: http://www.utas.edu.au/business-and-economics/student-resources. This guide provides you with useful information about the structure and style of assignments in the TSBE.

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.
Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else’s thoughts, writings or inventions and representing them as your own; for example, using an author’s words without putting them in quotation marks and citing the source, using an author’s ideas without proper acknowledgment and citation, copying another student’s work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else’s work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author’s permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.

Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit. For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings

You will need the following text [available from the Co-op Bookshop]:


Recommended readings


Shimp, T.A. 2013. Advertising, promotion and other aspects of integrated marketing communications (9th edn). Cengage, Mason, OH.

**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to the Reading Lists page on the University Library website.

**Other Required Resources**

In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- Australasian Marketing Journal
- European Journal of Marketing
- Industrial Marketing Management
- International Journal of Advertising
- International Journal of Research in Marketing
- International Journal of Retail and Distribution Management
- Journal of Advertising
- Journal of Advertising Research
- Journal of Business Research
- Journal of Consumer Behaviour
- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research
- Journal of Retailing
- Journal of Retailing and Consumer Services
• Journal of the Academy of Marketing Science
• Marketing Science
• The Journal of Product and Brand Management

Students should also review the following websites for up to date information and opinions on advertising:
• American Marketing Association: www.ama.org
• Australian Bureau of Statistics: www.abs.gov.au
• Australian Financial Review: www.afr.com
• Australian Marketing Institute: www.ami.org.au
• B&T Weekly: www.bandt.com.au
• Inside Retail: www.insideretail.com.au
• Nielsen: www.neilsen.com
• Roy Morgan Research: www.roymorgan.com
• Smart Company: www.smartcompany.com.au

Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
Details of teaching arrangements

On-campus students

There will be 13, 2 hour lectures for on-campus students held each week during the semester. Lectures will be recorded and available on MyLO shortly after the conclusion of the lecture. Tutorials will be held throughout the semester, starting in Week 2. All on-campus students must attend a tutorial, which take the form of theory/practice activities. Tutorials will run for one hour. The program of content for each tutorial, and any materials and pre-tutorial work required, will be available on MyLO: Getting started/Tutorial activities. Students should select a tutorial time on MyLO once options become available. It is expected that on-campus students will attend ALL lectures and tutorials.

Distance students

Distance students have access to the recorded lectures via MyLO and are expected to listen to the weekly lecture which will be posted on MyLO shortly after the live lecture finishes. Students enrolled in distance mode are expected to undertake the Tutorial Activities as self-directed learning. You will also have access to a weekly Tutorial podcast presented by the Tutor, available on MyLO: Weekly study materials/Week X. This podcast will discuss the key points you should concentrate on when working through the activities. Note that there are no online or Web-based tutorials for this unit. Distance students are welcome to contact the tutor for one-on-one assistance if required.

Specific attendance/performance requirements

In this unit, your active engagement will be monitored in the following way:

1. Your attendance at weekly tutorials (on-campus students) OR
   Your online interaction with the Tutor (distance students)

2. Submitting Assessment 1 in Week 4

Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

These are some of the expectations we have of you as a student enrolled in this unit:

This unit has a weight of 12.5 credit points with three class hours per week over 13 weeks.

In addition to the three hours of class contact per week, you are expected to devote additional time in self-directed study each week. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study and revision. It is very important that you keep up with the reading; and that you understand the assessment, which is scaffolded in such a way that the assessment tasks complement one another.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](#) and policy.

**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your performance in the unit, please contact the appropriate teaching staff member by email instead.

**WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK**

If you have a personal question related to your studies or your grades, please contact teaching staff by email.
For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit’s MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE
You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

Concerns and complaints
The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the How to resolve a student complaint page.

Further information and assistance
If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including Student Learning Support, Student Advisers, Disability Services, and more which can be found on the Student Support and Development page of the University website.

Should you require assistance in accessing the Library, visit their website for more information.
<table>
<thead>
<tr>
<th><strong>WEEK</strong></th>
<th><strong>DATE</strong></th>
<th><strong>TOPIC</strong></th>
<th><strong>TUTORIAL ACTIVITIES</strong></th>
<th><strong>ASSESSMENT DUE DATE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>CHAPTER 1: Integrated marketing communications and brand equity enhancement</td>
<td>No Tutorial</td>
<td></td>
</tr>
</tbody>
</table>
| 2        | 4 March   | CHAPTER 2: The communication process  
CHAPTER 3: Persuasion in marketing communications | Ethics in advertising  
Trusted brands |                        |
| 3        | 11 March  | CHAPTER 4: Market segmentation and brand positioning  
CHAPTER N/A: Conducting strategic research in advertising (reading will be provided by Unit Coordinator) | Roy Morgan Values Segments  
Strategic research in advertising |                        |
| 4        | 18 March  | CHAPTER 5: Establishing objectives and budgeting for IMC campaigns  
CHAPTER N/A: Ethics in advertising (reading will provided by Unit Coordinator) | Advertising's social role  
Ethics checklist for advertisers  
The ethics of 'greenwashing' | ASSESSMENT 1: Campaign analysis  
Due: 5.00pm Friday 22 March 2019  
Value: 20 marks |
| 5        | 25 March  | CHAPTER 6: Developing message strategies  
CHAPTER 7: Media planning and analysis | Comparative advertising  
The role of advertising agencies  
Multimedia advertising practice |                        |
| 6        | 1 April   | CHAPTER 8: Broadcast media | Multimedia case study  
Sponsored television programs  
Product placement |                        |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Chapter</th>
<th>Case Study/Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>8 April</td>
<td>CHAPTER 9: Print and support media</td>
<td>Case study: Out of home media</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Case Study: Advertising on a limited budget</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Copywriting for print media</td>
</tr>
<tr>
<td>8a</td>
<td>15 April</td>
<td>CHAPTER 10: Digital and social media marketing</td>
<td>Developing your elevator pitch</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Pitching skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Mid-semester break 18 April to 24 April</strong> (inclusive)</td>
<td><strong>Mid-semester break 18 April to 24 April</strong> (inclusive)</td>
</tr>
<tr>
<td>8b</td>
<td>25 April</td>
<td></td>
<td><strong>ASSESSMENT 2: Campaign pitch</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Presentation</strong></td>
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<td></td>
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<td></td>
<td><strong>Due: 5.00pm</strong></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Friday 26 April 2019</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Value: 30 marks</strong></td>
</tr>
<tr>
<td>9</td>
<td>29 April</td>
<td>CHAPTER 11: Direct marketing and sales promotion</td>
<td>Case study: Direct marketing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Product packaging</td>
</tr>
<tr>
<td>10</td>
<td>6 May</td>
<td>CHAPTER 12: Personal selling and relationship marketing</td>
<td>Personal selling role play</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Customer loyalty programs</td>
</tr>
<tr>
<td>11</td>
<td>13 May</td>
<td>CHAPTER 13: Marketing public relations and sponsorship marketing</td>
<td>Writing media releases</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Case studies: Best PR campaigns</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Event sponsorship</td>
</tr>
<tr>
<td>12</td>
<td>20 May</td>
<td>CHAPTER 14: Evaluating integrated marketing communication effectiveness</td>
<td>Case Study: Campaign evaluation</td>
</tr>
</tbody>
</table>
| 13 | 27 May | No lecture | Drop in session | ASSESSMENT 3: Campaign Report  
Due: 5.00pm Friday 31 May 2019  
Value: 50 marks |

Exam Period 8 – 25 June (inclusive)
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click [here](#).