Tasmanian School of Business & Economics (TSBE)

College of Business and Economics

BMA612
INTEGRATED MARKETING COMMUNICATIONS

12.50 Credit points

Semester 1, 2019

Unit Outline

Dr Louise Grimmer
## CONTACT DETAILS

### Unit coordinator

<table>
<thead>
<tr>
<th><strong>Unit coordinator:</strong></th>
<th>Dr Louise Grimmer</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Campus:</strong></td>
<td>Sandy Bay, Hobart</td>
</tr>
<tr>
<td><strong>Email:</strong></td>
<td><a href="mailto:Louise.Grimmer@utas.edu.au">Louise.Grimmer@utas.edu.au</a></td>
</tr>
<tr>
<td><strong>Phone:</strong></td>
<td>03 6226 1587</td>
</tr>
<tr>
<td><strong>Room location and number:</strong></td>
<td>Room 314, Centenary Building</td>
</tr>
<tr>
<td><strong>Consultation hours:</strong></td>
<td>By appointment</td>
</tr>
</tbody>
</table>
WHAT IS THE UNIT ABOUT?

Unit description

Integrated Marketing Communications (IMC) covers the general area of marketing communications with a focus on advertising and promotion at an advanced level. IMC rests upon the management of media and other tools which can be used to deliver marketing messages in an effective and integrated way, while achieving marketing, communications and broader organisational objectives.

This unit focuses on an approach to marketing communications that considers how the integration of messages can achieve greatest impact, primarily through the coordinated use of a range of marketing communication tools. In this regard, the unit looks at the creation, selection and execution of consistent marketing messages for an organisation to communicate across its various communication and marketing platforms.

An IMC approach considers the strategic use of a range of traditional media, as well as digital and social media. The unit content is placed in the context of more general IMC issues faced by organisations of all sizes including branding, planning, budgeting, coordination and delivery messages, and media management. You will find that an advanced understanding the complexities of IMC and its various aspects will stand you in good stead for being able to make effective marketing and general business decisions.

Intended Learning Outcomes

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

1. Demonstrate knowledge of the theories and concepts of integrated marketing communications (IMC) and their application to practice.

2. Use theory and independent research to analyse contemporary IMC issues.

3. Communicate an understanding of IMC 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**

N/A

**Prior knowledge &/or skills**

N/A
## 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><strong>Assessment Task 1 - Online Quiz</strong></td>
<td>Weeks 2 - 11</td>
<td>20</td>
<td>LO1</td>
</tr>
<tr>
<td><strong>Assessment Task 2 - IMC Case Study</strong></td>
<td>Week 7</td>
<td>25</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Assessment Task 3 - Campaign Report</strong></td>
<td>Week 13</td>
<td>55</td>
<td>LO1, LO2, LO3</td>
</tr>
<tr>
<td><strong>Campaign Video Pitch</strong></td>
<td></td>
<td>(40 + 15)</td>
<td></td>
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</tbody>
</table>

### Assessment details

#### Assessment task 1: Online Quiz

**Task description**: This is an individual assessment. Every week (weeks 2 – 11) during the workshop, on-campus students will take an online quiz designed to assess their knowledge of key concepts and theories covered that week. Students will have 10 minutes to complete the test, and one (1) attempt will be permitted. Overall, students will take ten (10) individual online tests. These are self-marking tests, and students will know their results immediately.

For distance students, a set time for the weekly release of the test will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion 1</strong></td>
<td>Explain the benefits of IMC tools within a communications theory context</td>
</tr>
<tr>
<td><strong>Criterion 2</strong></td>
<td>Identify and analyse IMC issues in an industry relevant setting</td>
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</tbody>
</table>

**Task length**: Ten (10) quizzes, each consisting of ten (10) questions with ten (10) minutes to complete the quiz.

**Due by date**: Each week (Week 2 – Week 11)
Assessment task 2: IMC Case Study

Task description
This is an individual assessment.
The aim of this assessment is to develop skills in understanding and evaluating an existing IMC campaign. A case study will be provided to students and they will be required to address a series of questions analysing the campaign, covering topics such as:

- The target market
- The objectives of the campaign
- The approach to persuasion
- The campaign execution and how advertising was managed
- The use of endorsement

Information and marking criteria will be provided on MyLO.

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<th>Criterion</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>Criterion 2</td>
<td>Identify and analyse IMC issues in an industry relevant setting</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Conduct independent research on contemporary IMC issues</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Apply IMC theories to industry relevant settings and provide recommendations for future strategies</td>
</tr>
<tr>
<td>Criterion 5</td>
<td>Write clearly using the language of integrated marketing communications</td>
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Task length: 1500 words excluding references

Due by date: Week 7: Friday 12 April 2019
### Assessment Task 3: Campaign Report and Video Pitch

**Description / conditions**
This is an individual assessment. The aim of this assessment is to develop skills in the application of IMC theory into practice. The campaign report and video pitch requires students to design an IMC campaign for a new product or service, from a choice provided by the unit coordinator. Information and marking criteria will be provided on MyLO.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criterion 1</strong></td>
<td>Explain the benefits of IMC tools within a communications theory context LO1,</td>
</tr>
<tr>
<td><strong>Criterion 2</strong></td>
<td>Identify and analyse IMC issues in an industry relevant settings LO1</td>
</tr>
<tr>
<td><strong>Criterion 3</strong></td>
<td>Conduct independent research on contemporary IMC issues LO2</td>
</tr>
<tr>
<td><strong>Criterion 4</strong></td>
<td>Apply IMC theories to industry relevant settings and provide recommendations for future strategies LO2</td>
</tr>
<tr>
<td><strong>Criterion 5</strong></td>
<td>Write clearly using the language of integrated marketing communications LO3</td>
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<td><strong>Criterion 6</strong></td>
<td>Communicate in the format of an oral presentation using visual aids in a professional manner LO3</td>
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**Duration**
a. Report: 2,500 to 3,000 words (excluding references) (worth 40%)
b. Video pitch: maximum length of 8 minutes (minimum 6 minutes); accompanying PowerPoint: maximum 12 slides (minimum 8 slides) (worth 50%)

**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 as a word document 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:

Academic referencing

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

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.

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 3 hour workshops for on-campus students held each week during the semester. Workshops will consist of a lecture and associated activities. Workshops will be recorded and available on MyLO shortly after the conclusion of the workshop. It is expected that on-campus students will attend ALL workshops.

Distance students

Distance students have access to the recorded weekly workshops via MyLO and are expected to listen to the recording which will be posted on MyLO shortly after the live workshop ends. Students enrolled in distance mode are expected to undertake workshop activities as self-directed learning. You will also have access to a weekly workshop activity podcast presented by the Unit Coordinator, 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 live online sessions for this unit. Distance students are welcome to contact the Unit Coordinator 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 workshops (on-campus students) OR
   Your online interaction with the Unit Coordinator (distance students)

2. Completing Assessment 1 (online quiz) in Weeks, 2, 3 and 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.

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**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>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC</th>
<th>ACTIVITIES</th>
<th>DUE DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>CHAPTER 1: An overview of integrated marketing communications&lt;br&gt;CHAPTER 2: Enhancing brand equity and accountability</td>
<td>Introduction to the Unit and Overview of Assessment&lt;br&gt;Ice-breaker activities</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td>CHAPTER 3: Brand adoption, brand naming, and intellectual property issues&lt;br&gt;CHAPTER 4: Environmental, regulatory and ethical issues</td>
<td>Ethics in advertising&lt;br&gt;Trusted brands&lt;br&gt;Online quiz</td>
<td>ASSESSMENT 1: Online quiz&lt;br&gt;Value: 2 marks</td>
</tr>
<tr>
<td>3</td>
<td>11 March</td>
<td>CHAPTER 5: Segmentation, targeting and positioning&lt;br&gt;CHAPTER 6: The communications process and consumer behaviour</td>
<td>Roy Morgan Values Segments&lt;br&gt;Strategic research in advertising&lt;br&gt;Online quiz</td>
<td>ASSESSMENT 1: Online quiz&lt;br&gt;Value: 2 marks</td>
</tr>
<tr>
<td>4</td>
<td>18 March</td>
<td>CHAPTER 7: The role of persuasion in IMC&lt;br&gt;CHAPTER 8: IMC objective setting and budgeting</td>
<td>Advertising’s social role&lt;br&gt;The ethics of ‘greenwashing’&lt;br&gt;Online quiz</td>
<td>ASSESSMENT 1: Online quiz&lt;br&gt;Value: 2 marks</td>
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<tr>
<td>WEEK</td>
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<tr>
<td>5</td>
<td>25 March</td>
<td>CHAPTER 9 Overview of advertising management</td>
<td>Comparative advertising</td>
<td>ASSESSMENT 1: Online quiz</td>
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<td></td>
<td></td>
<td>CHAPTER 10 Effective and creative ad messages</td>
<td>The role of advertising agencies</td>
<td>Value: 2 marks</td>
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<td></td>
<td>Online quiz</td>
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<tr>
<td>6</td>
<td>1 April</td>
<td>CHAPTER 11 Endorsers and message appeals in advertising</td>
<td>Online quiz</td>
<td>ASSESSMENT 1: Online quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CHAPTER 12 Traditional advertising media</td>
<td>Copywriting for print media</td>
<td>Value: 2 marks</td>
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<tr>
<td></td>
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<td>Sponsored television programs</td>
<td></td>
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<tr>
<td>7</td>
<td>8 April</td>
<td>CHAPTER 13 Digital media: Online, mobile, and app advertising</td>
<td>Online quiz</td>
<td>ASSESSMENT 1: Online quiz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>CHAPTER 14 Social media</td>
<td>Case study: Interactive and digital media</td>
<td>Value: 2 marks</td>
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<td>Case study: Using creativity</td>
<td>ASSESSMENT 2: IMC Case Study</td>
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<td>Due: 5.00pm Friday 12 April</td>
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<td>Value: 25 marks</td>
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<tr>
<td>8a</td>
<td>15 April</td>
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<td></td>
<td>Mid-semester break 18 April to 24 April (inclusive)</td>
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<tr>
<td>8b</td>
<td>25 April</td>
<td>CHAPTER 15 Direct marketing, CRM, and other media</td>
<td>Case study: Direct marketing</td>
<td>ASSESSMENT 1: Online quiz</td>
</tr>
<tr>
<td></td>
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<td>CHAPTER 16 Media planning and analysis</td>
<td>Case study: Media strategy, planning and buying</td>
<td>Value: 2 marks</td>
</tr>
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<td></td>
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<td></td>
<td>Online quiz</td>
<td></td>
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<tr>
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| 9    | 29 April       | CHAPTER 17 Measuring ad message effectiveness  
CHAPTER 18 Sales promotion overview and the role of trade promotion | Online quiz  
Supermarket sales promotions audit  
Private label/store brands | ASSESSMENT 1: Online quiz  
Value: 2 marks |
| 10   | 6 May          | CHAPTER 19 Consumer sales promotion: Sampling and couponing  
CHAPTER 20 Consumer sales promotion: Premiums and other promotions | Creating your elevator pitch  
“Sell me this pencil!”  
Pitching skills  
Online quiz | ASSESSMENT 1: Online quiz  
Value: 2 marks |
| 11   | 13 May         | CHAPTER 21 Public relations, content marketing, viral marketing, and sponsorships | Principles of effective viral advertising  
Case studies: Best PR campaigns  
Event sponsorship  
Online quiz | ASSESSMENT 1: Online quiz  
Value: 2 marks |
| 12   | 20 May         | CHAPTER 22 Packaging, point-of-purchase (POP) communications, and signage | Product packaging  
POP advertising  
Conveying brand messages | ASSESSMENT 3: Campaign Report and Video Pitch  
Due: 5.00pm Friday 31 May  
Value: 15 marks (Video Pitch) and 40 marks (Campaign Report) |
| 13   | 27 May         | No workshop | | 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.