

**BMA255**  
**Marketing Communications**

*Semester 1, 2008*

This unit will be offered in:

**Hobart, Launceston & Jakarta**

The lecturing team responsible will be:

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## Introduction to the Unit

Marketing Communications focuses on the selection of appropriate marketing message(s) for an organisation to communicate. Fundamentally, it rests upon the management of key tools and media which can be used to deliver marketing message(s) 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 which considers how integration of messages may achieve maximum impact, primarily through the coordinated use of tools such as advertising, sales promotion, direct marketing, interactive media, personal selling and public relations. This approach to communications planning considers the strategic use of a range of traditional and emerging media. As such 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 marketing communication processes will be of value to you when making both marketing and general business decisions in the future.

### Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

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## Learning Outcomes

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

- Explain how an IMC campaign can be used to influence consumer behaviour.
- Evaluate given marketing communications situations and apply knowledge of IMC to suggest feasible solutions.
- Describe the strategic value of a range of marketing communications tools and describe how they can be integrated to produce an effective IMC program.
- Demonstrate an ability to work both independently and/or cooperatively as required, to effectively access, organise and then communicate information in written and/or oral form.

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## Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

### Knowledge

- Through drawing on and expanding previous knowledge of the role of promotion in marketing strategies, as learned through completion of BMA151.
- Through researching, analysing, and synthesising information from current literature on IMC theory and practice.
- Through evaluation of specific IMC programs which have been developed in response to opportunities or problems in the marketplace, and recommendation of future directions.

- Through the ability to describe the various marketing communications tools and media, explain the strengths/weaknesses of each and discuss their strategic uses.

#### Communication Skills

- By undertaking the activities specified in the unit outline, notably preparation and delivery of the individual written work, tutorial exercises and discussion questions, students will enhance their ability to gather and analyse information from a variety of sources, and present well-reasoned arguments in a logical and coherent manner across a range of contexts.
- Through listening to and providing feedback on the information and ideas of others.
- Through working effectively with others.

#### Problem Solving Skills

- Through undertaking a range of activities that require the conceptualisation of problems, and application of critical analysis and creative thinking to formulate possible solutions to those problems.

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## Prerequisites

BMA101 Introduction to Management and BMA151 Principles of Marketing.

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## Texts

### Prescribed Texts

Belch, G.E. & Belch, M.A. 2007. *Advertising and promotion: An integrated marketing communications perspective* (7<sup>th</sup> ed.). New York: McGraw-Hill Irwin.

### School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

*Writing Assignments: A Guide*

*School of Management Referencing Style*

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## Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

### Books

Blythe, J. 2006. *Essentials of marketing communications* (3<sup>rd</sup> ed.). Essex: Prentice Hall.

Burnett, J. & Moriarty, S. 1998. *Introduction to marketing communications*. Upper Saddle River, New Jersey: Prentice Hall.

Chitty, W., Barker, N., & Shimp, T.A. 2005. *Integrated marketing communications* (1<sup>st</sup> Pacific Rim ed.). Victoria, Australia: Thomson.

Clow, K.E. & Baack, D. 2007. *Integrated advertising, promotion and marketing communications* (3<sup>rd</sup> ed.). New Jersey: Prentice Hall.

De Pelsmacker, P., Geuens, M & Van den Bergh, J. 2004. *Marketing communications: A European perspective* (2<sup>nd</sup> ed.). London: Prentice Hall.

Duncan, T. 2005. *Principles of advertising and IMC* (2<sup>nd</sup> ed.). New York: McGraw-Hill.

Egan, J. 2007. *Marketing communications*. London: Thomson.

Fill, C. 2006. *Marketing communications: Engagement, strategies and practice* (4<sup>th</sup> ed.). London: Prentice Hall.

Kitchen, P.D. 1999. *Marketing communications: Principles and practice*. London: Thompson.

Lane, W.R., King, K.W. & Russell, J.T. 2005. *Kleppner's advertising procedure* (16<sup>th</sup> ed.). Upper Saddle River, New Jersey: Prentice Hall.

Pickton, D. & Broderick, A. 2001. *Integrated marketing communications*. Essex: Prentice Hall.

Rossiter, J.R. & Bellman, S. 2005. *Marketing communications: Theory and applications*. Sydney: Prentice Hall.

Semenik, R. 2002. *Promotion and integrated marketing communications*. Ohio: South-Western Publishers.

Shimp, T. A. 2007. *Advertising, promotion and other aspects of integrated marketing communications* (7<sup>th</sup> ed.). Ohio: Thompson.

Wells, W., Moriarty, S. & Burnett, J. 2006. *Advertising: Principles and practice* (7<sup>th</sup> ed.). Englewood Cliffs: Prentice Hall.

Wells, W., Spence-Stone, R., Moriarty, S. & Burnett, J. 2008. *Advertising: Principles and practice* (Australasian ed.). NSW, Australia: Pearson.

## **Journals and Periodicals**

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

*B&T Weekly (incorporating Australian Professional Marketing)*

*The Australian*

*Academy of Marketing Science*

*Australasian Marketing Journal*

*European Journal of Marketing*

*Journal of Advertising*

*Journal of Advertising Research*

*Journal of Brand Management*

*Journal of Consumer Behaviour*

*Journal of Marketing Research*

*The Journal of Product and Brand Management*

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## Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up-to-date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See *Learning Online* at <http://uconnect.utas.edu.au/> for computer software you will need.

**Note:** Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties. The School of Management has prepared a MyLO Information Sheet which includes access guidelines and contact information. It is available to download as a word document from the School of Management website: <http://www.utas.edu.au/mgmt/student.htm>

### Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/courseonline/privacy.htm>

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## Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
<b>Coursework</b>			
<i>Individual IMC Critique:</i> Part One	12	Wednesday, 2 April 2008	1200 words <i>maximum</i>
<i>Individual IMC Critique:</i> Part Two	18	Wednesday, 7 May 2008	1800 words <i>maximum</i>
<i>Tutorial Activities:</i> Conduct IMC exercise	10	In tutorials	30 minutes maximum
<b>Examination</b>	60	Exam Period	Three hours
Total Marks	100		

\* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

## **Study Week**

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

## **Examination**

### ***Format***

The final examination will be closed book. It will be of three hours duration. The examination is worth 60 per cent of your assessment and will cover material from the whole unit. The examination is comprised of two parts. Part A will require you to answer a compulsory essay question worth 20 marks. Part B will require you to complete four short essay questions from a choice of six. All questions in Part B are worth 10 marks for a total mark of 40.

The best preparation for the exam is consistent work throughout the semester.

This assessment is specifically linked to learning outcomes one, two, three and four.

### ***Scheduled date and place***

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

**Note that you will be expected to sit the examination at your recorded study centre.**

### ***Supplementary Examination***

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

## **Special Consideration and Student Difficulties**

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Catalyst Officer, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Catalyst Officer is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

[http://www.studentcentre.utas.edu.au/examinations\\_and\\_results/forms\\_files/index.htm#eits](http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits)

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

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## Submission of Coursework

### Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

**All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.**

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

*Hobart students:* Lodge in assignment box at room 316, Commerce & Economics Building.

*Launceston students:* Lodge in assignment box beside room A170.

**All coursework must be handed in at 2.00 p.m. on the due date.**

### Late Coursework

#### *Written Work*

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting 10 per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

#### *Tests*

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

## **Return of Coursework**

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

## **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; or
- 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, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>

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. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

**The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.**

## **Occupational Health and Safety (OH&S)**

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 policy at: [http://www.admin.utas.edu.au/hr/ohs/pol\\_proc/ohs.pdf](http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf)

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# Tutorial Program

## Tutorial Questions for Discussion

Note that the tutorial program does not start until Week 2 of semester.

### *Week 2—Introduction to Promotion and IMC*

Organise pairs for IMC exercise.

Be prepared to discuss answers to the following questions from your text:

Chapter 1	Page 35	Questions 2 and 9
Chapter 2	Page 64-65	Questions 2 and 10

### *Week 3—Organising for IMC and Understanding Behaviour*

#### *IMC exercise:*

Choose a specific company and discuss how this firm uses the concept of integrated marketing communications (IMC) in developing a promotional program for one of its products or services. Is this company using all of the promotion mix tools (advertising, direct marketing, interactive media, sales promotion, publicity/public relations, and personal selling) in its marketing communications program? Analyse how each tool adopted is used in the IMC program. Are they integrated and sending a consistent image and message?

#### *Discussion questions:*

Be prepared to discuss answers to the following questions from your text:

Chapter 3	Page 101	Questions 4
Chapter 4	Page 132	Questions 4, 7 and 9

#### *Note:*

Monday 10<sup>th</sup> March is a public holiday, therefore if you are enrolled in a Monday tutorial or scheduled to present on this date, you will instead do your presentation on the following Monday, that is Monday 17<sup>th</sup> March.

### *Week 4— Objectives and Budgeting*

#### *IMC exercise:*

Find examples of advertisements for several products or services (a minimum of three ads) and discuss the specific types of objectives the marketer may have for these ads. Explain why sales objectives may be appropriate for some ads while communications objectives are most relevant for others.

#### *Discussion question:*

Be prepared to discuss and present answers to the following question from your text:

Chapter 7	Page 233	Question 2
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#### *Note:*

If you have a Monday tutorial there will be two IMC exercises in this week.

## ***Week 5— The Communications Process***

### ***IMC exercise:***

Choose a print ad from a newspaper or a magazine and evaluate it using the various elements of the basic communications model. Your analysis should address the following areas:

- A discussion of the source used in the advertisement and why it is or is not appropriate for the message.
- The way in which the message is encoded including the use of visual and verbal elements.
- A discussion of the channel or medium in which the ad was placed, such as the particular newspaper or magazine, and why this publication was chosen by the advertiser.
- The process by which the message might be received or decoded by the target audience.
- What type of feedback the advertiser might use to evaluate the effectiveness of the message.

What is your overall opinion of this ad from a marketing communications perspective? What changes, if any, would you recommend to improve the communication effectiveness of the ad?

### ***Discussion questions:***

Be prepared to discuss and present answers to the following questions from your text:

Chapter 5	Page 161	Questions 1 and 10
Chapter 6	Page 189	Questions 1 and 3

## ***Week 6—Creative Planning and Strategy***

### ***IMC exercise:***

Each year various advertising publications and organisations sponsor creative competitions and/or give creative awards for advertising. For a list of such awards in Australia and overseas see for example, <http://www.afa.org.au/public/content/ViewCategory.aspx?id=339>. You might visit the websites of these various organisations or publications in conducting your research. Find three examples of individual ads or ad campaigns that have won one of these creative awards in the past year. Discuss the reasons why this ad or campaign won this particular award. Evaluate the ad or campaign from a creative perspective. Do you think this ad or campaign was honoured for its aesthetic or creative merit, its ability to sell the product or service, or both?

### ***Discussion questions:***

Be prepared to discuss and present answers to the following questions from your text:

Chapter 8	Page 262	Question 5
Chapter 9	Page 296	Questions 2 and 9

## ***Week 7—Media Planning and Strategy***

### ***IMC exercise:***

Choose a specific consumer or business magazine and analyse it from an advertising perspective. Your analysis should include the following:

- The target audience for the magazine in terms of both demographics and lifestyle of the readers it attracts.
- The percentage of the magazine's pages devoted to advertising versus editorial content. Is there a clutter problem in the magazine?
- A breakdown of the types of products and services advertised in the magazine. Why do you think these advertisers are attracted to this particular publication?
- An analysis of the editorial climate and mood created by the publication and how it affects who chooses to advertise in it. How might the editorial climate of the magazine affect readers' processing of the advertisements?

**Discussion questions:**

Be prepared to discuss and present answers to the following questions from your text:

Chapter 10	Page 331	Questions 4 and 6
Chapter 11	Page 373	Questions 2 and 10
Chapter 12	Page 411	Questions 2 and 8

**Week 8—Study Week**

**Week 9—Direct Marketing**

**IMC exercise:**

Direct marketers' print catalogues are often complemented by websites on the Internet. However, some companies treat them as separate businesses. Bring in examples of catalogues and websites for the same company. Are these two direct marketing tools working together or are they separate entities competing with one another? Explain how a company might use a catalogue and a website on the Internet to complement one another as part of its direct marketing efforts.

**Discussion questions:**

Be prepared to discuss and present answers to the following questions from your text:

Chapter 14	Page 465	Questions 1, 4, 7 and 10
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**Week 10—Sales Promotion**

**IMC exercise:**

The chapter discusses how sales promotion can be used to contribute to the development or maintenance of brand equity by developing a promotional offer that is consistent with the image or positioning of a product or service. Find an example of a contest or premium offer that a marketer is currently running and analyse the promotion with respect to how it contributes to brand equity. You can find examples of such contests or premium offers in magazine ads, television ads, free standing inserts (FSIs) in the newspaper, on the Internet, etc. Your analysis should include a discussion of the image or positioning the marketer is using for the brand and how the promotional offer supports the advertising campaign being used for the brand.

**Discussion questions:**

Be prepared to discuss and present answers to the following questions from your text:

Chapter 16	Page 539	Questions 3, 8, 10 and 11
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**Week 11—Public Relations (Including Publicity) and Personal Selling**

**IMC exercise:**

Find an example of a company engaged in sponsorship of an event such as a music concert tour or sporting event. Evaluate the company's sponsorship of the event with regard to issues such as the target audience they are trying to reach and how they might benefit from the sponsorship of the event.

**Discussion questions:**

Be prepared to discuss and present answers to the following questions from your text:

Chapter 17	Page 571	Questions 1 and 2
Chapter 18	Page 593	Questions 7 and 8

**Week 12—Support Media**

**IMC exercise:**

Find an example of an IMC campaign that is using new and innovative forms of communications to support the traditional elements of their campaign. Discuss the benefits of using these tools and highlight why they are

relevant to the target audience. Discuss how these tools are integrated with more traditional tools to form a cohesive IMC campaign.

***Discussion questions:***

Be prepared to discuss and present answers to the following questions from your text:

Chapter 13

Page 442-443

Questions 1, 3, 4 and 10

***Week 13—The Internet and Interactive Media, Measuring Effectiveness, and Review***

***IMC exercise:***

Visit the websites of both a consumer product company and a business-to-business marketer. Identify a site in each sector and discuss how the marketer has integrated it into its IMC program. Discuss how the various components of the website are used as part of the firm's IMC program.

***Discussion questions:***

Be prepared to discuss and present answers to the following questions from your text:

Chapter 15

Page 491

Question 2

Chapter 19

Page 631

Question 6

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## Assessment Topics

### Assessment: Tutorial Activities (done in pairs)

**Delivery Date:** Ongoing during tutorials (commencing week 3, concluding week 13)

**Length :** 30 minutes maximum

**Value:** 10 marks

#### ***Links to unit's learning outcomes:***

This assessment is specifically linked to learning outcome four.

In the first tutorial (Week 2) you will be organised into presentation pairs (students who miss the first tutorial will be allocated a partner and advised through MyLO mail) and allocated a week in which you will conduct your IMC exercise.

#### ***Presentation of IMC exercise.***

IMC exercises for each week are specified in the Tutorial Program (pages 9–12). Students are expected to have carefully read the IMC exercise as well as having done some preparation and research where required. During implementation of the IMC exercise students are expected to guide, encourage and support their classmates in a learning exercise that serves as a vehicle for understanding theory in practice. How the exercises are presented is entirely up to those conducting the exercise bearing in mind the time limitation. Students are encouraged **NOT** to conduct a formal presentation to the class, but rather create a learning experience that engages the students in the class and requires active participation. A criteria sheet will be made available prior to commencement of the IMC exercises so that the basis of marking is understood. It is not expected that the tutor will be an active participant in the exercise.

**Important Note:** Students are not required to use audio visual technology. However, if you do wish to use audio visual equipment you must inform your tutor of this at least one week prior to the due date, or alternatively bring your own equipment. It should also be noted that there is no Internet access from the tutorial rooms.

## Assessment: Individual Critique of a Current IMC Campaign – Part One

*Due Date:* Wednesday, 2 April 2008 (week 5), 2.00pm

*Length:* 1200 words *maximum* excluding Reference List

*Value:* 12 marks

### ***Links to unit's learning outcomes:***

This assessment is specifically linked to learning outcomes one and four.

### ***Key Task:***

An IMC campaign refers to a set of interrelated and coordinated marketing communications activities that centre on a single theme or idea that appears in different media across a specified time period. Identify a current IMC campaign of interest to you. Drawing on secondary data and your own marketing knowledge and insight, analyse the campaign in relation to the following issues:

Who is the target audience for this particular IMC campaign? **[3 marks]**

- You should develop a profile of the target audience based on the segmentation variables you believe would have been used to segment the market and arrive at this specific target segment.

How is the brand positioned in the market relative to its main competitors? **[3 marks]**

- You should develop a perceptual map to highlight how your chosen brand is positioned on attributes important to the target audience and relative to its major competitors.

What do you believe to be the main communication objective(s) of this campaign? **[3 marks]**

- You should refer to a response hierarchy model to discuss the behavioural response you believe is being sought from this IMC campaign.

What is the campaign theme? **[3 marks]**

- That is, what is the central message that is being communicated through all communications tools used in this IMC campaign to support the brand positioning and appeal to the target audience?

### ***Further Guidelines:***

You should include a brief introduction to familiarise your marker with your IMC campaign choice. This should not exceed a third of a page. Please use the questions above as headings to structure the body of your assignment. The discussion under each heading should be in essay style paragraphs. The use of dot points in answers is **NOT** acceptable. No conclusion is necessary.

Your assignment should be treated as a normal academic-style essay, meaning it should be substantially referenced. You should include a minimum of 10 references; at least five of these should be current academic texts and/or journals. A failure to include the required minimum number of references, or adhere to the School of Management's referencing style guide will attract a penalty of 0.5 marks.

## Assessment: Individual Critique of a Current IMC Campaign – Part Two

*Due Date:* Wednesday, 7 May 2008 (week 10), 2.00pm

*Length:* 1800 words *maximum* excluding Reference List

*Value:* 18 marks

### ***Links to unit's learning outcomes:***

This assessment is specifically linked to learning outcomes two, three and four.

### ***Key Task:***

An IMC campaign refers to a set of interrelated and coordinated marketing communications activities that centre on a single theme or idea that appear in different media across a specified time period. Continuing with your chosen IMC campaign from Part One of this critique, and drawing on secondary data and your own marketing communications knowledge and insight, analyse the campaign in relation to the following issues:

The communications process:

**[5 marks]**

- Discuss any particular source factors that you believe have added to, or detracted from the success of this campaign.
- What type of appeal has been used to attract the attention of the target audience and influence their feeling toward the brand?

Identify the communications tools used to communicate the campaign message to the target audience.

**[10 marks]**

- Discuss why you think the identified tools have been chosen for use and are relevant to the target audience.
- Provide evidence of how the communications tools have been strategically integrated to convey a consistent message to the target audience and build a strong brand.

Provide an overall assessment of your chosen IMC campaign.

**[3 marks]**

- What particular elements of the campaign do you think have, or have not, worked particularly well and why?
- Are there any particular changes you can recommend that you believe would improve a subsequent IMC campaign for your chosen brand?

### ***Further Guidelines:***

You should include a brief introduction to re-familiarise your marker with your IMC campaign choice. This should not exceed a quarter of a page. Please use the questions above as headings to structure the body of your assignment. The discussion under each heading should be in essay-style paragraphs. The use of dot points in answers is **NOT** acceptable. No conclusion is necessary.

Your assignment should be treated as a normal academic-style essay, meaning it should be substantially referenced. You should include a minimum of 15 references; at least five of these should be current academic texts and/or journals. A failure to include the required minimum number of references, or adhere to the School of Management's referencing style guide will attract a penalty of 0.5 marks.

# Study Schedule

Semester 1, 2008

Week	Start of Week	Text Chapter	Topic	Due Dates
1	25 February	1 & 2	Introduction to Promotion and IMC	
2	3 March	3 & 4	Organising for IMC and Understanding Behaviour	
3	10 March	7	Objectives and Budgeting	
4	17 March	5 & 6	The Communications Process	
Mid-Semester Break 20—26 March				
5	31 March	8 & 9	Creative Planning and Strategy	Wed 2 April: Critique Part One
6	7 April	10, 11 & 12	Media Planning and Strategy	
7	14 April	14	Direct Marketing	
8	21 April		<i>Study Week 21—25 April</i>	
9	28 April	16	Sales Promotion	
10	5 May	17 & 18	Public Relations and Personal Selling	Wed 7 May: Critique Part Two
11	12 May	13	Support Media	
12	19 May	15	The Internet and Interactive Media	
13	26 May	19	Measuring Effectiveness & Review	
A Calendar/Study Planner showing dates is available from School of Management website at <a href="http://www.utas.edu.au/mgmt/student.htm">http://www.utas.edu.au/mgmt/student.htm</a> .				