Research School of Management
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Student Room 1088
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GH32) http://tinyurl.com/9n8xqd8

College of Business and Economics
The Australian National University
ACT 0200
Tel: International +61 2 6125 3807
Within Australia: 1300 732 120
(local call cost only)
Fax: International: +61 2 6125 0744
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Student Level 2
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Students with enquiries about program (degree) requirements should contact the College office; enquiries about course administration (subjects) are normally handled by the relevant Research School.

MKTG2033
ADVERTISING
Semester 1, 2014

Course Description: This course introduces students to the theories that inform the practice of advertising within the context of Integrated Marketing Communications (IMC) management. Specific topics include identifying promotional opportunities, corporate and brand image, advertising management, advertising design, media selection, consumer promotions, public relations and sponsorship.

Communication activities represent an important part of most business activities. The subject Advertising will provide students with techniques to improve the quality of their communications – from identifying the audience’s needs through to media planning and strategy.

Information about how this course fits into your Program, e.g. how it contributes to Majors and Minors, and whether or not it is a core course or an elective course, can be obtained from Study@ANU, your lecturer, or the College Student Advisers.

Subject Aim
This subject adopts a managerial approach to advertising. It develops an understanding of the terminology of promotion, in general, and advertising in particular. It aims to develop an appreciation of the role of advertising both within the firm and in society in general. In addition, the subject aims to develop an understanding of the activities that form the practice of advertising and public communications.
| **Mode of Delivery** | This course uses a combination of lectures, workshops, films, tutorials, reading materials and student projects that contribute to helping students mastery of this topic area. The course structure aims to formally get students working together. Do not forget that a powerful source of learning is dialogue. Discuss and ask questions of your tutor and each other. |
| **Prerequisites** | It is required that students have successfully completed the course Marketing MKTG 2004 and at least 24 Units from courses generally in the College of Business and Economics. It would be useful to have competence in the following software packages: MS Word, MS PowerPoint |
| **Course Convenor** | Dr. George Bell |

| **Phone:** | 61254854 |
| **Email:** | george.bell@anu.edu |
| **Office hours for student consultation:** | Friday 10.00AM till 12.00PM or by appointment |
| **Student administrator/s** | RSM Student Office (Monday to Friday 9am to 5pm) |
| **Phone:** | 6125 6737 or 6125 9839 |
| **Email:** | Enquiries.rsm@anu.edu |
| **Tutor** | Dr. George Bell |

[http://programsandcourses.anu.edu.au](http://programsandcourses.anu.edu.au)
COURSE OVERVIEW

Learning Outcomes
On satisfying the requirements for this course, students should have the knowledge and skills to:

1. Construct a research essay that demonstrates a thorough knowledge of the literature and theory of a contemporary communication industry issue.
2. Prepare a brief to a communication agency that covers:
   - make the decisions on budgeting and planning for a promotion campaign;
   - Research and prepare a profile of media habits for a given target market;
   - Set promotional objectives and identify their relationship with the strategic plan.
3. Devise a simple IMC plan that covers:
   - Presenting a media schedule that meets the needs of a media brief.
   - Identify and argue a range of creative strategies in a marketing communication plan that meets the objectives of the client brief
   - Identify and recommend an evaluation program that will help with cost effectiveness and efficiency of the communication plan;
4. Present the creative and media strategy to a client in an agency style pitch.
5. Demonstrate a knowledge of the theory and practice of the marketing communication industry.

Proposed Assessment (Summary): Assessment for this course will be confirmed after consultation with students at the first lecture of the semester. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Task</th>
<th>Due Date</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research essay</td>
<td>4.00PM Thursday 24th April</td>
<td>20% LO1</td>
</tr>
<tr>
<td>IMC Brief</td>
<td>In Workshops</td>
<td>10% LO2</td>
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<tr>
<td>IMC Plan: Group Optional</td>
<td>Communication Plan 4.00PM Friday 16th May</td>
<td>20% LO3</td>
</tr>
<tr>
<td>IMC Plan Presentation</td>
<td>Week 13</td>
<td>10% LO4</td>
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<tr>
<td>Mid Semester exam</td>
<td>Time and Venue TBA.</td>
<td>20% LO5</td>
</tr>
<tr>
<td>In Class Quizzes</td>
<td>Week 3,5,9,11 5 marks each</td>
<td>20% LO5</td>
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<td></td>
<td></td>
<td>100%</td>
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</tbody>
</table>
Research-Led Teaching
Students in this course will be exposed to the research led theory that underpins the entire discipline of marketing communication.

Feedback

Staff Feedback
Students will be given feedback in the following forms in this course:

- Individual feedback on the major research essays in the form of written comments.
- Each part of the group communication exercise will receive both written and verbal comments to the group and summary feedback to the whole class.
- The final presentation will get feedback in a combination of student review and tutor assessment.

Student Feedback
ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:

http://unistats.anu.edu.au/surveys/selt/students/ and
http://unistats.anu.edu.au/surveys/selt/results/learning/

Policies
ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/

Students are expected to have read the Code of Practice for Student Academic Integrity before the commencement of their course.

Key policies include:
- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning

Lectures/workshops
There will be 1 x two hour lecture/workshops per week. Prior to attending lectures students should have read the relevant section of Belch and Belch (2012). Lectures are not a substitute for preparation and reading of materials; they assist in the learning process. Lectures will be based substantially on the prescribed text. However, some lectures will go beyond the content of the text. The task of the lecture is to highlight the key areas of the text and supplement this with the lecturers’
research and experience. Students are therefore required to read the appropriate chapters before the lecture. Selected overheads may be made available through the subject website. Students are encouraged to take copies, but should not consider this as a substitute for attending lectures, as they represent only a small portion of the material covered in the lecture.

The first part of the workshop will normally consist of a presentation by lecturer of the course material relevant to that weeks topic. The second part of the workshop will involve students working in groups of 6 in the breakout rooms on the Mezzanine level of the CBE building. Each week’s task will be to analyse and write up solutions to the workshop exercises from the ‘Waller’ text. The lecturer will provide guidance every week to each group. The groups will be different every week which will allow students to learn from other students. These exercises will help students with the elements of the subject assessment.

**LECTURE TIMETABLE AND ASSESSMENT SCHEDULE**

<table>
<thead>
<tr>
<th>Week No</th>
<th>Week beginning</th>
<th>Topic(s)/Task(s)</th>
<th>Book Chapter</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>17 February</td>
<td>• Subject Overview&lt;br&gt;• Introduction to Advertising&lt;br&gt;• Integrated marketing Communication</td>
<td>B&amp;B ch 1&amp;ch 2</td>
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<tr>
<td>2</td>
<td>24 February</td>
<td>• The communication process&lt;br&gt;• Consumer Behaviour&lt;br&gt;• Client brief</td>
<td>B&amp;B ch 4&amp;5</td>
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<td>3</td>
<td>3 March</td>
<td>• Branding and databases&lt;br&gt;• Communication Planning&lt;br&gt;• In class exercise: brief to an agency? And situation analysis <em>Waller pg 2-21</em> In class exercise: <em>Waller model 31-38</em></td>
<td>B&amp;B ch 6&amp;7</td>
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<td>4</td>
<td>10 March</td>
<td>• Objectives&lt;br&gt;• Budgeting&lt;br&gt;• In class exercise: Objectives and Budgeting <em>Waller pg 24-29</em></td>
<td>B&amp;B ch 8</td>
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<tr>
<td>5</td>
<td>17 March</td>
<td>• Media Planning and Budgeting&lt;br&gt;• In Class exercise: Media Choices <em>Waller pg 68-76</em></td>
<td>B&amp;B ch10</td>
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<tr>
<td>6</td>
<td>24 March</td>
<td>• Social media and Mobile media&lt;br&gt;• In Class exercise TBA</td>
<td>B&amp;B ch 11 Safko TBA</td>
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<td>7</td>
<td>31 March</td>
<td>• Creative Strategy&lt;br&gt;• In class exercise: Choosing a creative solution <em>Waller pg 39-57 Creative Strategy</em></td>
<td>B&amp;B ch 9</td>
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<td></td>
<td><strong>Mid Semester Break</strong></td>
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<td>8</td>
<td>*21 April</td>
<td>No lecture this week due to</td>
<td>Private study</td>
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<td></td>
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<td>Public Holiday</td>
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<td>9</td>
<td>28 April</td>
<td>Public relations</td>
<td>B&amp;B 15</td>
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<td></td>
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<td>In class exercise. Public</td>
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<td></td>
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<td>relations <strong>Waller p77-81</strong></td>
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<tr>
<td>10</td>
<td>5 May</td>
<td>Campaign effectiveness and</td>
<td>B&amp;B ch 12</td>
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<td>Tracking</td>
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<td></td>
<td>In class exercise: Evaluation</td>
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<tr>
<td></td>
<td></td>
<td>and tracking <strong>Waller pg 92-96</strong></td>
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<tr>
<td>11</td>
<td>12 May</td>
<td>Direct marketing and Data</td>
<td>B&amp;B ch 13</td>
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<td></td>
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<td>base Marketing</td>
<td>B&amp;B ch 14</td>
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<td>Interactive marketing</td>
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<td>In class exercise: Direct</td>
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<td></td>
<td>Marketing and Interactive</td>
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<td></td>
<td><strong>Waller p69-76</strong></td>
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<tr>
<td>12</td>
<td>19 May</td>
<td>Sales Promotions</td>
<td>B&amp;B ch 16</td>
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<td>Direct Selling</td>
<td>B&amp;B ch 17</td>
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<td></td>
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<td>In class exercise: **Waller p82-</td>
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<td>89**</td>
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<td>13</td>
<td>26 May</td>
<td>Social Marketing Ethics, legal</td>
<td>B&amp;B ch 3</td>
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<td>issues</td>
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<td></td>
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<td>subject overview</td>
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<td></td>
<td></td>
<td>In class exercise TBA</td>
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</tbody>
</table>

*There is no lecture or workshop this week due to Public Holiday
The lecture notes will be available on Wattle and may be taped.

**Workshops:**
To gain value from the workshops you must prepare for the specified workshop questions prior to the workshop. Time permitting, these questions will be discussed during the class - if all questions are not covered in the workshop session then it is the student’s responsibility to ensure that they are completed outside of class time. Students are advised to keep up with their reading (the recommended chapters in the text book and as detailed in this subject outline as an essential minimum).

**Recommended activities outside class that will be discussed in the workshop:**
Expose yourself to a wide range of media and promotional activities that will sensitise you to the cultural and business issues which contextualise the management of promotional activities.

For instance: watch commercial TV, listen to commercial radio and read the dailies and some magazines each week. Also read magazines which have different focuses – B2B, fashion, international. Study the commercials and analyse/empathise with the actual target audience, the advertiser and the creatives who bought it to life!

Collect a month’s supply of catalogues and brochures delivered to your home. Be prepared to discuss your findings in the tutorials!
Workshop 1 W/C 24 February

- Organise teams for major assignment.
- Discuss assessments
- Text Questions Ch 1p 26. Q 1,4,8,9,10. Ch 2 Q 4&10
- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe the informing, persuasion, reminding techniques used.

Workshop 2 W/C 3 March

- Text Questions B&B Ch 4 Q6,7,9&10 Ch5 Q5,6,7&10.
- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe the how the ads can be used in an IMC campaign.
- Quizz 1

Workshop 3 W/C 10 March

- Text Questions B&B Ch 6Q1,5,7,9. Ch 7Q1,2,5,&9
- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe the target market that was used in the chosen ad.

Workshop 4 W/C 17 March

- Text Revision Questions B&B Ch 8 Q1,7,8,9
- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe what the objectives of the ad are and how much money you would allocate to the campaign
- Quizz 2

Workshop 5 W/C 24 March

- Text Revision Questions B&B Ch 10 Q 1,4,6,7,&10 B&B Ch 11 Q1,2,4,7&8
- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe how the ad can be used in different media platforms

Workshop 6 W/C 31 March

- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe which creative technique has been used. Will this ad pass the AIDA process?
  - Text Revision Questions B&B Ch9 Q 1,4,6,9&10

Workshop 7 W/C 21 April

No Workshop this week due to Public Holiday

- Research Essay Due Thursday 24th April
Workshop 8 W/C 28 April

- Text revision Questions B&B Ch 9 1,4,6,9&10
- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe how the creative techniques that have been used.
- Quizz3

Workshop 9 W/C 5 May

- Text Revision Questions B&B Ch 15 Q1,3,4,5
- Bring an example of a proactive and a reactive Public Relations tool (press, radio, TV or other). For your PR tools : Describe how these can be used in growing or protecting the brand image

Workshop 10 W/C 12 May

- Text Revision Questions B&B Ch 12 Q2,3,4,8,&9
- Bring an advertisement to class (press, radio, TV or other). For your advertisement: Describe how we can judge whether the ad is effective.
- Quizz4
- Promotion Plan Due 4.00PM Friday 16th May

Workshop 11 W/C 19 May

- Text Revision Questions B&B Ch 13 Q,4,6&9 Ch 14 Q6,7,8,&9
- Bring an example of direct marketing and a website to class (press, radio, TV or other). For your samples : Describe how these IMC tools are used to develop a more complete communication solution

Workshop 12 W/C 26 May

- Agency team presentation for communication plan (ensure you read up on how an agency should go about a verbal pitch for business.) See Waller p 98 and Wattle links on Presentations
ASSESSMENT TASKS

RESEARCH ESSAY (20 MARKS) Due Thursday 4.00PM 24th April *To be submitted on Wattle.

<table>
<thead>
<tr>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Marketers of low involvement products such as soft drinks and paper towels use IMC tools differently to a marketer of high involvement products such as a personal computer or a car. Find and critically evaluate evidence in the literature that supports or challenges this proposition.</td>
</tr>
<tr>
<td>2. Social media sites such as Facebook are the new word of mouth and smartphones are using database marketing to drive revenue. Marketers need to adapt to changes in the consumer media habits and buying behaviour. Find and critically evaluate evidence in the literature that supports or challenges this proposition.</td>
</tr>
</tbody>
</table>

Assessment Criteria - write up

- Quality of argument (hypothesis and supporting evidence)
- Quality of Citations
- Presentation of work
- Understanding of concepts
- Critically analysing the issues
- Relevance of articles

A Pass will mean the student has completed a research essay to an acceptable professional standard. A Credit will mean the student has achieved the above standard and has demonstrated a superior level of writing and research standard in many of the assessment criteria. A Distinction will mean the student has demonstrated exceptional understanding of the tasks and has presented the report in a well researched and polished fashion. A High Distinction (rarely achieved) will mean the student has met the above standard and has bought to the discussion new insights and evidence of wide reading that might surprise the reader.

To complete this task students will need to examine the theory and practice of the topic providing a typed critical analysis (no more than 2000 words plus references and an abstract). Students will be expected to find additional reference material. Journals can be accessed through the databases on the WEB or through the library. The description ‘Academic Journals’ does not cover the BRW or the Financial Review!

In undertaking this exercise you should ensure that your write up is fully referenced all citations used in correct format (Preferably Harvard Style.)

COMMUNICATION PLAN (40 MARKS)

This semester students will have the National Gallery of Australia (NGA) Polynesian exhibition as a real life client to develop a marketing communication plan. The Director of Marketing for the NGA, Mr David Edghill will provide a briefing during the lecture in week 2. Students are encouraged to ask questions at the time. All further communication to
the NGA will be sent initially through the lecturer. In workshop 1 students will be asked to
form groups of 3-5. A group will consist of up to up to 5 students who would share the
load and learn from each other where there are different levels of skill, knowledge and
commitment. The group will be required to collect primary research, and information
about the industry and prepare a communication plan.

**Part 1:** Communication Brief 10 Marks
Each student will be involved in preparing a written communication brief to an
advertising agency.

To facilitate this each tutorial class will adopt the role of the client company. The brief
should be written in a professional manner and you are expected to have completed all
of the background (secondary and primary) research, but not including, the
communication or media strategy (i.e. you need to research, analyse and report on the
“where are we now” and the “where do we want to be”). Use your textbooks as a guide
of what to put in your brief – think carefully about what should be contained in a perfect
brief.

The formal brief is extremely important. If you put the time and effort into a
comprehensive communication brief you will find the task of completing the final
Communication Plan a lot easier. As this is a practical business report you do not need
to reference the same way that you would an academic paper. You should however
acknowledge the source any information provided in the brief.

**Part 2:** Written Communication Plan (20 marks)
Due: 4.00PM Friday 16th May To be submitted on Wattle (including mock-ups).
Do not forget to add, the group evaluation sheet (copies of all of these are
attached)
Length: 2500 words approx. (plus appendixes).
In this part of the assignment you need to adopt the role of the Integrated Marketing
Communications agency responding to a client brief. In your role as the advertising
agency (teams of 3-5), prepare a comprehensive communication plan that addresses
the client’s brief. As well as clearly articulating the situation, you are required to develop
appropriate strategies along with detailed plans of execution and measurement to meet
the client objectives.
Use the client brief as a base – but you will need to get more information from your own
research. The formal brief is extremely important. If you put the time and effort into a
comprehensive communication brief you will find the task of completing the final
Communication Plan a lot easier. As this is a practical business report you do not need
to reference the same way that you would an academic paper. You should however
acknowledge the source any information provided in the brief. You are required to
submit your final communication plan. Please note that a comprehensive communication
plan includes background/situation analysis data through to implementation and
evaluation plus mock ups and appendices.

**Part 3 Presentation (10 marks) In week 13 students will be present the
recommendations of their communication plan. The group will make a 10-12 minute
presentation to the class covering: recommendations about a new communication
strategy for their company. See Waller (on presentations). N.B. This presentation may
be video taped. (with student permission).**
There is no written component required but it is expected that to complete the assignment effectively the teams will need to produce a professional presentation with Powerpoint slides which will be handed in at the tutorial.

The presentation will be peer reviewed in class (and moderated by the tutor) using the attached assessment sheet (Appendix 3).

VERY IMPORTANT!!! You need to do the following:
- Be clear and concise, using PowerPoint presentation if possible
- Provide a handout of Powerpoints – with any additional materials and references referred to
- Present in a professional manner – mumbling, reading and poor presentation skills will be penalised
- Timing is important your group will be penalised for running over 12 minutes.
- Engage the audience – use activities or gimmicks to gain and hold attention, preferably encouraging discussion
- Rehearse your presentation before the day.
Examination(s) 20 Marks
A two hour mid semester examination during the examination period at a time and place to be notified. This exam will consist of a number of short answer questions.

Quizzes 20 Marks
4X 5 mark 30 minute quizzes will be conducted in class during week 3,5,9&11. Each quizz will consist of Multiple Choice and Short answer questions.

Assignment submission
Online Submission: Assignments are submitted using the course Wattle site. Submitted assignments must include the cover sheet provided on Wattle. Please keep a copy of the assignment for your records.

Late submission of the Assignment
If an assignment is submitted after the deadline of [time], [date] it will not be marked unless an application for Special Consideration is approved. An application for Special Consideration must:

- where relevant include a medical report completed by a medical practitioner (an ordinary "medical certificate" is not sufficient);
- include a copy of as much of the assignment as has been completed by the due time and date; and
- be submitted as soon as practicable, preferably before or on the due date.

In general, a successful application for Special Consideration will result in the marking of the work completed at the due date with some upward adjustment of the mark, rather than an extension of time. However, in extenuating circumstances, supported by appropriate documentation, an extension may be granted.

Note that decisions about Special Consideration are not made by the teaching staff for this course.

Use of Assignments as exemplars and grade moderation
An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

Identify your Assignment with your Student Number only
When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.
Return of Assignments
Assignments, once marked, will usually be returned during within two weeks. Queries regarding the marking of assignments should be directed to your tutor.

Penalties
Late assignments will attract the following penalties:

<table>
<thead>
<tr>
<th>Lateness</th>
<th>Penalty</th>
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<tbody>
<tr>
<td>Up to – 1 day</td>
<td>20% marks</td>
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<tr>
<td>1 – 2 days</td>
<td>50% marks</td>
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</tbody>
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*Important note* Any assignments received after 2 days must be a credible attempt to answer the question but will not be marked. It is a hurdle requirement for this subject that all assessment items must be submitted to avoid an automatic failing grade for the subject.

Referencing requirements
**Note about marketing writing.** It is expected that all assignments will be written in a professional manner and properly referenced using the Harvard referencing style. The following text is a good guide to help students who are unsure of the writing style expected in the Research School of Management.

Summers J, Smith B, 2003, *Communication Skills Handbook: How to succeed in written and oral communication*, Wiley, Milton. This text is available in the University Coop bookshop

Examination material or equipment

Regarding permitted materials for the final examination:
- Electronic dictionaries are not allowed. Permission forms for English/foreign language dictionaries are available from the RSM Office.
- One A4 sized two sided reference sheet can be taken into the exam.

Tutorial and/or Seminar signup
Tutorial registration for this course will be done via the Wattle course site during the first week of Semester. More information will be provided during the first lecture/seminar.

Workloads
Students taking this course are expected to commit at least 12 hours a week to completing the work. This will include:
- 13X 2 hours of lectures/workshops
- 1X 12 1hour tutorials

Work outside of class: The structure of this subject assumes that students take responsibility for their own learning. To facilitate this students are expected to
contribute at least 6-8 hours per week to their own “study time” - starting week 1 of semester. This is in excess of the time spent in formal class and preparation of assessments. Active participation in the subject will significantly benefit your learning and enjoyment.

Team Work: Please note that the Major Communication plan is a team assignment. It is the group’s responsibility to ensure that everyone contributes to the project. The “real life” nature of this assessment makes it even more important for everyone to contribute fairly and in a professional manner. Do start this work early and ensure that members of the team are aware of their obligations from the outset. Bear in mind that group dynamics and group work can be time consuming - ensure that your team is managed appropriately.

Prescribed Texts and Reference Materials


These will be referred to throughout the course and students should purchase a copy.

N.B. Extra subject material is also available on Wattle. Direction on how to access this will be given in the first tutorial.

Additional references (From which some seminar material is derived)


Other References:

Resources to Assist with Wider Reading and Assignment Preparation.

This subject requires the use of highly specialized sources, especially Australian
reference materials on the media and advertising. In particular, you will need to consult radio ratings surveys, TV ratings, print circulation and readership, publishers' and broadcasters rate-cards and general background on how the various Australian market segments use media and respond to media and advertising messages. Selected research will be provided to assist with assignment preparation, however you will be expected to demonstrate independent research skills by accessing additional information, analyzing it and using it to support decision-making.

**Other resources**

There are many other useful resources in the Chifley Library and the University of Canberra Library on the subject of Advertising and Public Relations. These will be found in the HF section of both libraries. The Chifley Library also has a number of electronic data bases such as ABI Inform that will help students to find refereed journal articles.

Trade journals and papers such as Marketing, B&T, The Economist, The Financial Review.

**Subject Reference Sources: Academic Journals**

- Journal of Advertising Research
- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of Business Research
- Journal of Consumer Marketing
- European Journal of Marketing
- Journal of Personal Selling and Sales Management
- Journal of The Market Research Society
- Journal of Consumer Research
- Journal of Marketing Research

The ANU library’s eReserve should be used to make reference materials available to students whilst avoid copyright infringement. See [http://anulib.anu.edu.au/services/reserve/reserveforlecturers.html](http://anulib.anu.edu.au/services/reserve/reserveforlecturers.html) for more information about eReserve, but in short lecturers provide a list of their course readings to the ANU library at least six weeks before the commencement of teaching. Library staff will, in return, provide a link to ereserve which can be put into the course Wattle site. For course outline purposes a link can be included to the non-specific ereserve site [http://anulib.anu.edu.au/services/reserve/](http://anulib.anu.edu.au/services/reserve/).

**Support for Students**

The University offers a number of support services for students. Information on these is available online from [http://students.anu.edu.au/studentlife/](http://students.anu.edu.au/studentlife/)
Appendix 1

MKTG2033 Marking Guide
Part 1: Communication Brief
Individual Report 10 Marks

Students: ____________________________

<table>
<thead>
<tr>
<th>Level of attainment:</th>
<th>E</th>
<th>V</th>
<th>A</th>
<th>P</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BACKGROUND</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Review of Marketing Plan</td>
<td></td>
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</tr>
<tr>
<td>Review of marketplace environmental influences &amp; trends (PEST analysis)</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Available research</td>
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<td>Marketing objectives</td>
<td></td>
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<tr>
<td>SMART principles</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Analysis of Promotional Situation</strong></td>
<td></td>
<td></td>
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<tr>
<td>Define the role &amp; function of the agency</td>
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<tr>
<td>Review of previous/current promotional activities</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Review of the promotional situation eg image of client, key benefits of product, identification of USP’s, relevant strengths &amp; weakness of clients product in consideration of the</td>
<td></td>
<td></td>
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<td></td>
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</tr>
</tbody>
</table>
external environment
(SWOT)

In-depth review of customer (s) (including who, what, where, why, when, how, - leading to a comprehensive profile of the targets)

Analysis of Communications Process
Communication Objectives
DAGMAR

Budget Details
Tentative budget allocation

Other
Mandatory

Timing issues

Contact points

Written presentation
(credible, professional, sourced, covering letter, etc)
Appendix 2

MKTG 2033 Marking Guide
Group Assignment Communication Plan
Written Report = 20%

<table>
<thead>
<tr>
<th>Level of attainment:</th>
<th>E</th>
<th>V</th>
<th>A</th>
<th>P</th>
<th>Comments</th>
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</thead>
<tbody>
<tr>
<td>WRITTEN PRESENTATION</td>
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<td></td>
</tr>
<tr>
<td>Review of Marketing Plan (Particularly Marketing Objectives)</td>
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</tbody>
</table>

Analysis of Promotional Situation

Clarification of Communication Objectives

COMMUNICATION PLAN
Audience Analysis

Media Strategy
Creative Strategy

Budget Details

Implementation

Monitoring & Evaluation

Overall

Key to level of attainment scale above:  E = Excellent  VG = Very Good  A = Average  P = Poor

<table>
<thead>
<tr>
<th>Overall Grade:</th>
<th>High Distinction</th>
<th>Distinction</th>
<th>Credit</th>
<th>Pass</th>
<th>Fail</th>
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</thead>
</table>
Appendix 3

MKTG 2033 Workshop Marking Guide

Presentation
Value = 10%

Students: ____________________________
Product/Service: ____________________________

<table>
<thead>
<tr>
<th>Level of attainment:</th>
<th>E</th>
<th>V</th>
<th>A</th>
<th>P</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>New IMC Execution</td>
<td></td>
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<td></td>
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<tr>
<td>Clear objective</td>
<td></td>
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<tr>
<td>Appropriate media</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Well targeted</td>
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</tr>
</tbody>
</table>

Visual aids

- Timing
- Teamwork
  - Enthusiasm
  - Professionalism
  - Likeability

Student assessor name optional:
Overall Grade: Excellent  Very Good  Average  Poor
Appendix 4 Individual assessment. Group Member Evaluation MKTG 2033
Advertising overall group mark.

Your Name & Student Number:

Assessment: ______________________
Tutorial: ______________________
Tutor: ______________________

Complete this form on your own without consultation with your group members. Please rate all members of your team, including yourself, on a zero to ten basis for each of the categories listed below. Total the points. A score of ten indicates outstanding performance, while a score of zero indicates very poor performance. The results of this form may be used to influence allocation of marks to individual team members. Be honest and fair and willing/able to support your scores if necessary. Justification of “irregular” ratings should be recorded on the back of this form.

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>Self</th>
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<tbody>
<tr>
<td>Attended all meetings</td>
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</tr>
<tr>
<td>Did what they said they would</td>
<td></td>
</tr>
<tr>
<td>Showed an ability to meet deadlines</td>
<td></td>
</tr>
<tr>
<td>Quality and accuracy of work</td>
<td></td>
</tr>
<tr>
<td>Accepted and took responsibility</td>
<td></td>
</tr>
<tr>
<td>Ability to grasp essentials</td>
<td></td>
</tr>
<tr>
<td>Enthusiasm</td>
<td></td>
</tr>
<tr>
<td>Hard work</td>
<td></td>
</tr>
<tr>
<td>Initiative</td>
<td></td>
</tr>
<tr>
<td>A good team member</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>
Appendix 5: MKTG 2033 - Major Assignment Group Meetings Planner/Guide

In order to complete the major assignment successfully, the group will need to meet approximately four times. The following is a guide to assist in your working together, and also records the attendance and input of each group member.

1) Copy this sheet 4 times, providing 4 identical sheets, one for each of for group meetings. Use a copy at each meeting held.

2) At the first meeting, fill in this sheet and the sheet headed MKTG 2033: Major Assignment: Meetings Schedule and Objectives. This will assist you in planning ahead to fit in the eight meetings.

3) These four sheets, fully completed and signed, are to be attached to the major assignment when it is handed in. This is a hurdle requirement. No assignment will be assessed without the inclusion of these sheets.

Student details:
Name: ___________________________ id/n: ____________ ph. No. ________
Name: ___________________________ id/n: ____________ ph. No. ________
Name: ___________________________ id/n: ____________ ph. No. ________
Name: ___________________________ id/n: ____________ ph. No. ________
Name: ___________________________ id/n: ____________ ph. No. ________

Meeting No: _____. Date: _______ Location: ______________________
Time started: _______ Finished _______

Signatures (Attendance):
_________________________________  _________________________
_________________________________  _________________________
_________________________________  _________________________

Objectives set for meeting:

Initials: (signifying equal participation by all members)
_________ ________ ________ ________
Tasks agreed:
____________________________________________________
____________________________________________________
____________________________________________________
____________________________________________________
Date next meeting: ___________________________
Location next meeting: ___________________________________
Other notes:
____________________________________________________
Appendix 6 Major Assignment Part 1

MKTG 2033: Major Assignment: Objectives
Use this sheet as a checklist.

Objectives Week 1
Tasks: Get to know each other ( ); Read carefully the assignment instructions together ( ); Scope the task ( ); Allocate initial tasks ( );

Objectives Week 2
Tasks: Report on progress re situation analysis, SWOT & PEST ( ); Report on progress on buyer behaviour analysis, Communication objectives, ( );

Objectives Week 3
Tasks: Update situation analysis and buyer behaviour( ); Decide on the marketing problems to be addressed, Budget, Timing,( ) Ensure briefing on agency responsibilities statements are completed ( ); Allocate tasks for next week

Objectives Week 4
Tasks: Complete first draft of Part 1 of Brief( ); Evaluate them using set criteria( ) Sign off on submission of assignment.
Appendix 7 Major Assignment Part 2

Group Meeting 1
Objectives: Review brief, make changes as appropriate ( ); Scope the task ( ); Allocate tasks for next meeting ( ); Confirm date / time of next meeting ( ); Complete record sheets ( );

Proposed date:______________
Proposed location:__________________

Group Meeting 2
Objectives: Complete target audience analysis ( ); Devise detailed media plan and budget allocation ( ); devise creative strategy ( ); devise campaign strategy ( ); Devise evaluation plan ( ); Complete record sheets ( );

Proposed date:______________
Proposed location:__________________

Group Meeting 3
Objectives: First draft of whole plan ( ); Write executive summary ( ); Complete record sheets ( );

Proposed date:______________
Proposed location:__________________

Group Meeting 4
Objectives: Sign off on revised whole plan ( ); Create and submit copies- one for group, one for tutor submission ( ); Finalise presentation ( ); Agree to presentation order ( ); Complete record sheets ( ); Celebrate completion ( );

Proposed date:______________
Proposed location:__________________
Appendix 8

Advertising MKTG 2033 Major assignment. Possible marks 20%

Student name
Student number
Topic

<table>
<thead>
<tr>
<th>Marking Criteria</th>
<th>U/S</th>
<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
<th>H/D</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Quality of argument (hypothesis and supporting evidence)</td>
<td></td>
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<tr>
<td>2. ++Citations &amp; written presentation of work</td>
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<td>3. Understanding of concepts</td>
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<td>4. Identification of issues</td>
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<td>5. Relevance of articles</td>
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<tr>
<td>6. Overall Grade</td>
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</table>

Other Comments

Marker
Date