MKTG 2033
Advertising

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.

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.

<table>
<thead>
<tr>
<th>Semester and Year</th>
<th>Semester 1, 2015</th>
</tr>
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<tbody>
<tr>
<td>Mode of Delivery</td>
<td>On campus. 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.</td>
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</tbody>
</table>
## 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.

## Incompatible Courses
Nil

## Course Convener
Dr George Bell

## Office Location:
CBE2.27

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### Bio

**Practitioner experience** 21 years as a government marketing professional Department of Employment, Medicare, Medibank Private.

**Teaching** 12 years as Lecturer at the ANU

**Publications** 18 refereed Australian and international research papers (Conferences)

**Research Interest.** Advertising evaluation, Social Marketing, Climate change, New Energy economy

**Education** 3 Degrees in Marketing
- BBus Marketing,
- MMComm,
- PhD Evaluation of Australian Government Marketing Communication Campaigns

**Flys**, light aircraft (for fun)

**Follows**, Cronulla Sutherland Sharks rugby league (for punishment)

**Property** development and building (for profit)

**Phone:** 0261254854

**Email:** George.bell@anu.edu.au

**Consultation hours:** Tuesday 2.00PM till 4.30PM or by email arranged appointment

**Tutor(s) (optional) Dr George Bell**

**Student Administrators**
Research School of Management
Room 1088
Level 1, LF Crisp Building 26
Mon. – Fri. 9am – 5pm
COURSE OVERVIEW

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

1. appreciate the ways that communication through advertising influences and persuades consumers;
2. discuss the role of the advertising agency and its client relationships;
3. identify advertising’s place in the communications mix;
4. discuss the decisions which need to be made in budgeting and planning for promotion;
5. research and prepare a profile of media habits for a given target market;
6. set promotional objectives and identify their relationship with the strategic plan;
7. identify and discuss a range of creative strategies in advertising; and,
8. explain and illustrate Integrated Marketing Communication decision making and planning

Research-Led Teaching
Students in this course will be exposed to the research led theory that underpins the entire discipline of marketing communication.

Continuous Improvement
We use feedback from students, professional bodies and staff to make regular improvements to the course. In response to this feedback, design improvements from the previous version of the course include:

- Incorporation of Social media and Mobile media in communication planning
- Taking account of disruptive technology such that will allow emphasis on the new energy economy

Requisites
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

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
All CBE courses are evaluated using Student Experience of Learning and Teaching (SELT) surveys, administered by Planning and Statistical Services at the ANU. These surveys are offered online, and students will be notified via email to their ANU address when surveys are available in each course. Feedback is used for course development so please take the time to respond thoughtfully. Course feedback is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching and to improve courses across the university. For more information on student surveys at ANU and reports on feedback provided on ANU courses, visit
Workloads
Students taking this course are expected to commit at least 8-10 hours a week to completing the work.
This will include:

- 13X2 hours of lectures/workshops
- 12X 1 hour workshops

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.

Lectures/workshops
Lectures. There will be 13 x two hour lecture/workshops per week. Prior to attending lectures students should have read the relevant section of Belch and Belch Kerr and Powell (2014). 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.

Workshops There will be 12 X 1 hour workshops which 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. 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.

COURSE SCHEDULE

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>
</tr>
</thead>
</table>
| 1       | 16th February  | • Subject Overview  
|         |                | • Introduction to Advertising  
|         |                | • Integrated marketing Communication  
|         |                | • Textbook questions.  
|         |                | Chapter 1 Q1,6&9  
|         |                | Chapter 2 Q1,6,9  
|         |                | B&B ch 1&2  

http://unistats.anu.edu.au/surveys/selt/students/ and  
http://unistats.anu.edu.au/surveys/selt/results/learning/
<table>
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<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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</table>
| 2    | 23rd February | - Social media and Mobile media  
- Textbook questions  Chapter 3 Q6,.8&10  Chapter 4 Q 1,5&8 |
| 3    | 2nd March   | - The communication process  
- Consumer Behaviour  
- Textbook questions. Chapter 5 Q7,9&10  Chapter 6 Q 5,7&9. |
| 4    | 9th March   | - Branding and databases  
- Textbook questions. Chapter 8 Q3,4,5,6,7&8 |
| 5    | 16th March  | - Planning and Positioning  
- Textbook questions. Chapter 9 Q1,2,4,5&6 |
| 6    | 23rd March  | - Objectives and Budgeting  
- Textbook questions. Chapter 10 Q1,2,8&10 |
| 7    | 30th March  | - Creative Strategy  
- Textbook questions. Chapter 11 Q 2,6,7,9,10  
- Mid Semester Break |
| 8    | 20th April  | - Traditional media planning  
- Textbook questions. Chapter 12 Q2,3,4,6,8&10 |
| 9    | 27th April  | - Campaign effectiveness and Tracking  
- Textbook questions. Chapter 13 Q1,6,7,8&9 |
| 10   | 4th May     | - Public relations, and sponsorship  
- Textbook questions. Chapter 15 Q1,2,3,4&5 |
| 11   | 11th May    | - Direct marketing and Personal selling  
- Textbook questions. Chapter 14 Q3,5,6,7&9 |
| 12   | 18th May    | - Sales Promotions  
- Textbook questions. Chapter 16 Q 1,2,4,6&9 |
| 13   | 25th May    | - Ethics and legal aspects of IMC  
- Subject overview  
- Textbook questions. Chapter7 Q1,4,6,7&10 |

The lecture notes may 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!

<table>
<thead>
<tr>
<th>Workshop 1 W/C 23 February</th>
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<tbody>
<tr>
<td>- Organise teams for major assignment.</td>
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<tr>
<td>- Discuss assessments</td>
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<tr>
<td>- Find an advertisement (traditional or social). Describe the informing, persuasion, reminding techniques used. Bring it to the Workshop for discussion.</td>
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<tr>
<td>- In class exercise Case study 1a pg 104,</td>
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<tr>
<th>Workshop 2 W/C 2 March</th>
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<tbody>
<tr>
<td>- Find an advertisement and upload it to Wattle (social media or mobile media). Describe how the ads can be used in an IMC campaign. Bring it to the Workshop for discussion.</td>
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<tr>
<td>- In class exercise Case Studies: 1b pg 107 and 4b p553</td>
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<thead>
<tr>
<th>Workshop 3 W/C 9 March</th>
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<tbody>
<tr>
<td>- Find an advertisement (traditional or social). Describe the target market that was used in the chosen ad. Bring it to the Workshop for discussion</td>
</tr>
<tr>
<td>- In class exercise: Customer profiling Waller pg 30-33</td>
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<thead>
<tr>
<th>Workshop 4 W/C 16 March</th>
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<tr>
<td>- Find an advertisement (relating to branding and databases). Describe what the implications of the ad are and how much money you would allocate to the campaign. Bring it to the Workshop for discussion</td>
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<tr>
<td>- In class exercise Case studies 2b pg 228</td>
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<tr>
<th>Workshop 5 W/C 23 March</th>
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<tr>
<td>- Find an advertisement (traditional or social). Describe how the ad can be used to position the product in different consumer markets. Bring it to the Workshop for discussion</td>
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<tr>
<td>- In class exercise: Brief/ Environment Waller pg 3-21</td>
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<tr>
<th>Workshop 6 W/C 30 March</th>
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<tr>
<td>- Find an advertisement (traditional or social). Describe the objectives of the advertisement and estimate how much money should be spent in the campaign for the product in different consumer markets. Bring it to the Workshop for discussion</td>
</tr>
<tr>
<td>- In class exercise: Objectives and Budgeting Waller pg 24-29</td>
</tr>
<tr>
<td>- <strong>Communication Brief Due 16.00PM Thursday 2nd April</strong></td>
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Workshop 7 W/C 20 April
- Find an advertisement that you like a lot. (Traditional or social media). Describe which creative technique has been used. Will this ad pass the AIDA process? Bring it to the Workshop for discussion
- In class exercise: Choosing the right creative solution Waller pg 36-57

Research Essay Due 16.00PM Friday 24th April

Workshop 8 W/C 27 April
- Find an advertisement (traditional or social media). How would you determine the reach and frequency across different possible media campaigns? Upload it to Wattle Bring it to the Workshop for discussion
- In class exercise: Media Planning and Budgeting Waller pg 58-68

Workshop 9 W/C 4 May
- Find an advertisement (traditional or social, media). Describe how we can judge whether the ad is effective. Bring it to the Workshop for discussion
- In class exercise: Case Studies 3a pg 443 and 3b pg 445
- Evaluation and tracking Waller pg 92-96

Workshop 10 W/C 11 May
- Find examples of a proactive and a reactive Public Relations tools (traditional or social media). Describe how these can be used in growing or protecting the brand image. Bring it to the Workshop for discussion
- In class exercise. Public relations Waller p77-81

Workshop 11 W/C 18 May
- Find examples of direct marketing and personal selling. Describe how these IMC tools are used to develop a more complete communication solution. Bring it to the Workshop for discussion
- In class exercise case study 4a pg 551

Promotion Plan Due 16.00PM Friday 22nd May

Workshop 12 W/C 25 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
- Find examples of sales promotion. Describe how these IMC tools are used to develop a more complete communication solution. Bring it to the Workshop for discussion
COURSE ASSESSMENT

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>
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</thead>
<tbody>
<tr>
<td>Research Essay</td>
<td>Friday 24th April</td>
<td>25% LO1,3,6</td>
</tr>
<tr>
<td>Major assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IMC brief: Group</td>
<td>1. Communication Brief Due 16.00 PM Thursday 2\textsuperscript{nd} April</td>
<td>15% LO1,2,5,6</td>
</tr>
<tr>
<td>Major assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IMC Plan: Group</td>
<td>2. Communication Plan Due 16.00 PM Friday 22\textsuperscript{nd} May</td>
<td>15% LO3,7,8</td>
</tr>
<tr>
<td>Major assignment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation: Group</td>
<td>3. In Workshop week 13</td>
<td>5% LO1,7</td>
</tr>
<tr>
<td>Final exam</td>
<td>Time and Venue TBA.</td>
<td>40% LO1-8</td>
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<td>100%</td>
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ASSESSMENT TASKS

1. RESEARCH ESSAY (25 MARKS) Due Friday 16.00PM 24\textsuperscript{th} April To be submitted on Wattle.

<table>
<thead>
<tr>
<th>Topic</th>
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<tbody>
<tr>
<td>1. With the growth in sponsorship over the last few years, why is it that some commentators believe that sponsorship is a waste of money? Select a sporting team or cultural program with which you are familiar. Outline the elements of the program. Assess their sponsorship program in terms of:</td>
</tr>
<tr>
<td>• value for money (efficiency),</td>
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<tr>
<td>• effectiveness and</td>
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<tr>
<td>• appropriateness for the sponsor.</td>
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To do this you will need to find and critically evaluate evidence in the literature for and against choosing sponsorship as a significant element in marketing communication programs.

The ACT government has three websites relating to their activities. These have recently been criticised as being confusing and inefficient. Analyse the websites and make a recommendation as to how they might be improved.

You will need to write a research essay on the above topic. (no more than 3000 words plus references and an abstract)

To complete this task students will need to examine the theory and practice of the topic providing a typed critical analysis. 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.)

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.

2. COMMUNICATION CAMPAIGN (35 MARKS)
This semester students will have the task of promoting a product or service from the following options. In workshop 1 students will be asked to form groups of 3-5. A group will consist of 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.

Suggested Options for Marketing Communication Plan

<table>
<thead>
<tr>
<th>Product/Service</th>
<th>Description</th>
<th>Due</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch the Tesla model S electric car in Australia</td>
<td>July 2015</td>
<td>Launch a new light beer to Australia by July 2015</td>
<td></td>
</tr>
<tr>
<td>Promote a bikes for Africa donation program by July 2015</td>
<td>Increase the number of visitors to Floriade in Canberra in September 2015 by 10%</td>
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Part 1: Communication Brief 15 Marks
Due: Thursday 16.00PM 2nd April To be submitted on Wattle.
Length: 3000 words plus appendixes

Each student group will prepare a written communication brief to an advertising agency. The choice of a product or service will be determined by the groups in each workshop. Due to the tight timing for these exercises, no changes to product/service or team structure will be possible.

You are appointed as the new Marketing team for the chosen product, service or Social Marketing Program. Write the communication brief for the promotion of the product or service during 2015. This will involve a PEST analysis setting the budget and communication objectives.
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.

**Part 2 : Written Communication Plan (15 marks)**

Due: 16.00PM Friday 15th May To be submitted on Wattle (including mock-ups).

Length: 3000 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 (5 marks)** The group will make a 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 for the presentation. If students choose to make an ad or video this should be included along with any presentation such as Powerpoint slides or Prezi software used and which will be handed in at the workshop.

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.
Assignment Submission
Assignments are submitted using the course Wattle site. Assignments submitted through Wattle no longer require cover sheets. Please keep a copy of the assignment for your records.

The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University's approach to managing Academic Integrity. For additional information regarding Turnitin please visit ANU Online.

Extensions and Penalties
Where an assignment is submitted after the due date, students are penalised by five per cent of the possible marks available for the assessment task per working day or part thereof.

Special consideration for assessments
Students who are unable to submit their assignment by the due date may be eligible for an extension if supported by an application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.

Special Consideration applications must be completed before the due date of the affected assessment, or no later than three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications are only submitted online at special.consideration@anu.edu.au. You will be notified by the RSM office if an extension has been approved.

Returning Assignments
Assignments, once marked, will usually be returned during within two weeks. Queries regarding the marking of assignments should be directed to your tutor.

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.

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.

Examination(s) 40 Marks
A three hour final semester examination during the examination period at a time and place to be notified. This exam will consist of a three answer questions. Students will be able to take a single reference sheet into the exam.
Scaling
Your final mark for the course will be based on the raw marks allocated for each assignment or examination. However, your final mark may not be the same number as produced by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed or equal the scaled mark of that student), and may be either up or down.

Finalisation of Marks and Grades
After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:

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

READING LISTS

Prescribed Texts and Reference Materials

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<tbody>
<tr>
<td>These will be referred to throughout the course and students should purchase a copy.</td>
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<tr>
<td>N.B. Extra subject material is also available on Wattle. Direction on how to access this will be given in the first tutorial.</td>
</tr>
<tr>
<td>Additional references (From which some seminar material is derived)</td>
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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, analysing 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 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 e-reserve which can be put into the course Wattle site. For course outline purposes a link can be included to the non-specific e-reserve site http://anulib.anu.edu.au/services/reserve/.

TUTORIAL AND/OR SEMINAR REGISTRATION

Tutorial and /or Seminar signup for this course will be done via the Wattle website. Detailed information about signup times will be provided on Wattle or during your first lecture. When tutorials are available for enrolment, follow these steps:
1. Log on to Wattle, and go to the course site.
2. Click on the link “Tutorial signup here”
3. On the right of the screen, click on the tab “Become Member of ……” for the tutorial class you wish to enter.
4. Confirm your choice

If you need to change your enrolment, you will be able to do so by clicking on the tab “Leave group…” and then re-enrol in another group. You will not be able to enrol in groups that have reached their maximum number. Please note that enrolment in ISIS must be finalised for you to have access to Wattle.

COMMUNICATION

Email
If necessary, the lecturers and tutors for this course will contact students on their official ANU student email address. Information about your enrolment and fees from the Registrar and Student Services' office will also be sent to this email address.

Announcements
Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Course URLs
More information about this course may be found on:
- Programs and Courses (http://programsandcourses.anu.edu.au/2014/Catalogue)
- the College of Business and Economics website (http://cbe.anu.edu.au/courses) and
- Wattle (https://wattle.anu.edu.au), the University’s online learning environment. Log on to Wattle using your student number and your ISIS password.

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: https://policies.anu.edu.au/ppl/index.htm

Policy information on examinations and assessments can be found on the College of Business and Economics website at: http://cbe.anu.edu.au/students/student-information/examinations-assessment/

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
Appendix 1

MKTG2033 Marking Guide
Part 1: Communication Brief
Group Report 15 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>
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in consideration of the 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**
Mandatories

Timing issues

Contact points

Written presentation
(credible, professional, sourced, covering letter, etc)
### MKTG 2033 Marking Guide

**Group Assignment Communication Plan**  
Written Report = 15%

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Creative Strategy

Budget Details

Implementation

Monitoring & Evaluation

Overall

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

Overall Grade:  High Distinction  Distinction  Credit  Pass  Fail

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Appendix 3

MKTG 2033 Workshop Marking Guide
Presentation
Value = 5%

Students: 
Product/Service: 

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

Visual aids

- Timing

- 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>Names of Team Members</th>
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<tbody>
<tr>
<td>Attended all meetings</td>
<td></td>
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<td>Did what they said they would</td>
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<tr>
<td>Showed an ability to meet deadlines</td>
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<tr>
<td>Quality and accuracy of work</td>
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<td>Accepted and took responsibility</td>
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<td>Ability to grasp essentials</td>
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<td>Enthusiasm</td>
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<td>Hard work</td>
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<td>Initiative</td>
<td></td>
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<tr>
<td>A good team member</td>
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<td>TOTAL</td>
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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 7 times, providing 7 identical sheets, one for each of 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. ________
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. *Use Exercises in Waller text to help with tasks

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

Proposed date:___________________
Proposed location:____________________

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

Proposed date:___________________
Proposed location:____________________

Group meeting 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

Proposed date:___________________
Proposed location:____________________

Group meeting 4
Tasks: Complete first draft of Part 1 of Brief( ); Evaluate them using set criteria( ) Sign off on submission of assignment.

Proposed date:___________________
Proposed location:____________________
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:________________________

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Appendix 8

Advertising MKTG 2033 Research Essay. Possible marks 25%

Student name
Student number
Topic

<table>
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<tr>
<th>Marking Criteria</th>
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<th>Pass</th>
<th>Credit</th>
<th>Distinction</th>
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<td>1. Quality of argument</td>
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<td>(hypothesis and supporting</td>
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<td>evidence)</td>
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<td>2. ++Citations &amp; written</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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<td>6. Overall Grade</td>
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Other Comments

Marker
Date