



# Course Outline (Higher Education)

<b>School:</b>	Federation Business School
<b>Course Title:</b>	MARKETING COMMUNICATION
<b>Course ID:</b>	BUMKT3701
<b>Credit Points:</b>	15.00
<b>Prerequisite(s):</b>	(BUMKT1501 or SPMAN1002)
<b>Co-requisite(s):</b>	Nil
<b>Exclusion(s):</b>	Nil
<b>ASCED:</b>	080505

## Description of the Course :

Marketing communications is a core sub-function of Marketing. Marketing Communication specialists are responsible for developing marketing and promotional campaigns to build brand and customer equity.

A Marketing Communication specialist collaborates with other Marketing sub-functions such as Product Management, Market Research and Sales Management, and with other management functions such as Finance, to ensure that goals and objectives for the firm, and individual marketing communication campaigns are achieved. A Marketing Communication specialist requires broad marketing skills, a deep understanding of media, brand management, campaign development and the ability to communicate and work collaboratively with multiple internal and external parties.

**Grade Scheme:** Graded (HD, D, C, etc.)

**Placement Component:** No

**Supplementary Assessment:** Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

## Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Advanced	■	■	✓	■	■	■

### Learning Outcomes:

This course explores the important concepts involved in adopting an Integrated Marketing Communications (IMC) approach to build the brand strategy, which will be considered within the framework of the marketing effort and its influence on total business performance.

### Knowledge:

- K1.** Relate Marketing Communications principles to professional practice within a variety of areas such as commercial enterprises, not-for profit organisations, government and individuals
- K2.** Identify the impact of internal and external environments in relation to a brand management situation
- K3.** Identify factors that influence consumer decision making when processing Marketing messages
- K4.** Select an ethical framework for managing the Integrated Marketing Communication and brand management processes

### Skills:

- S1.** Develop and apply broad research skills to identify Marketing Communications opportunities and problems
- S2.** Specify the appropriate combination of the elements of the Marketing mix, either on an individual basis or in an integrated manner, when compiling Integrated Marketing Communication plans
- S3.** Consolidate and synthesise Marketing Communications theories and concepts to develop ethical branding and promotions solutions
- S4.** Communicate Marketing Communications solutions using academic report writing and/or presentation skills to a diverse audience

### Application of knowledge and skills:

- A1.** Apply Marketing Communications concepts to new and diverse situations
- A2.** Identify, plan and evaluate proposed Marketing Communications plans and present the results with responsibility and accountability

### Course Content:

Topics may include:

- How brands are built – covering the role of advertising and promotions, the IMC concept and process, IMC partners and stakeholder relationships
- Marketing communications strategies for building brands – covering how brand communication works, the nature of consumer responses, IMC planning, segmentation and targeting and data-driven communication
- Development and communication of brand messages – covering message creation and execution, media characteristics, the Internet and IMC media planning
- The marketing communication functions – covering sales promotions, channel marketing, PR and publicity,

direct marketing and experiential marketing

- The context for marketing communications covering social, ethical and legal issues, international context and performance management

### Values:

- V1.** Conduct Marketing Communications activities, and make decisions in an ethical and socially responsible manner.
- V2.** Accept responsibility for, and display initiative in making business decisions
- V3.** Build collaborative relationships with internal and external parties
- V4.** Build collaborative relationships in a culturally diverse workforce.

### Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K1, K4	A	AT2, AT3	A
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K2	A	AT1, AT3	B
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K2, K4	A	AT1, AT2, AT3	B
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	S4, A1	A,B	AT1, AT2, AT3	B

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	K3, A2	B	AT1, AT2, AT3	B

**Learning Task and Assessment:**

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K2,K3 S3 A1	Demonstrate knowledge of the course material	Individual assessment	10-30%
K1,K4 S1,S2,S3,S4 A1,A2	Via student selection of a firm/product/service, demonstrate application of critical Marketing Communications concepts and business acumen through the analysis and evaluation of relevant case questions/requirements	Group report(s) and/or presentations	30-50%
K2,K3,K4 A1	Demonstrate knowledge of key Marketing Communications concepts by applying them in different marketing situations	Test / Final Assessment	30-50%

**Adopted Reference Style:**

APA