

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Marketing Communication

Unit ID: BUMKT3204

Credit Points: 15.00

Prerequisite(s): (BUMGT2104 or BUMKT2201)

Co-requisite(s): Nil

Exclusion(s): (BUMKT3701)

ASCED: 080505

Description of the Unit:

At the core of effective marketing lies the concept of Marketing Communication. This unit delves into its historical roots and current state, emphasising the importance of integration and synergy across various communication channels. By understanding how to harmonize messaging and tactics, students learn to craft cohesive and impactful messages that resonate with target audiences. Marketing Communication, where creativity, strategy, and technology converge to shape brand-consumer interactions in today's digital landscape, provides an important platform for students to explore current changes in the business landscape, delving into the implications for marketers and society broadly. This unit explores the evolving role of marketing communication, emphasising integrated strategies, consumer behavior, and ethical considerations. From crafting cohesive campaigns to harnessing analytics, students gain knowledge in advertising, public relations, and digital marketing.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

Level of Unit in Course	AQF Level of Course					
	5	6	7	8	9	10
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	✓	■	■	■

Learning Outcomes:

This unit explores important topics related to Marketing Communication, and is designed to equip students with adequate skills and knowledge in this field.

Knowledge:

- K1.** Relate Marketing Communication principles to a variety of areas such as commercial enterprises, not-for-profit organisations, government and individuals
- K2.** Identify the impact of internal and external environments on Marketing Communication activities
- K3.** Identify factors that influence consumer decision making when processing marketing messages
- K4.** Explain ethical issues related to Marketing Communication

Skills:

- S1.** Develop and apply broad research skills to identify Marketing Communication 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 Communication theories and concepts to create marketing messages
- S4.** Communicate Marketing Communication solutions using academic report writing and/or presentation skills to a diverse audience

Application of knowledge and skills:

- A1.** Apply Marketing Communication concepts to new and diverse situations
- A2.** Create and evaluate Marketing Communication plans

Unit Content:

Topics may include:

- Everything is digital: changes and challenges for consumers, marketers and society
- Integrated marketing communication: history and current state
- Integration and synergy
- Consumer empowerment and behaviour
- Communication and engagement with the brand
- Social, ethical and regulatory aspects
- Consumer insight and strategy
- Analytics
- Search
- Creative strategy
- Media strategy

- Measurement: output and process measures
- Advertising
- Public relations and publicity
- Sales promotion, direct marketing and personal selling

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K2, K3, S3, A1	Individually completed marketing report	Marketing Analysis and Report	10-30%
K1, K4, S1, S2, S3, S4, A1, A2	Marketing Communication Plan	Group report and/or presentation	30-50%
K2, K3, K4, A1	Final Assessment / Test	Final Summative Assessment	20-50%

Adopted Reference Style:

APA

Refer to the [library website](#) for more informationFed Cite - [referencing tool](#)