

# Unit Outline (Higher Education)

**Institute / School:** Institute of Innovation, Science & Sustainability

**Unit Title:** MARKETING COMMUNICATION

**Unit ID:** BUMKT3701

**Credit Points:** 15.00

**Prerequisite(s):** (BUMKT1501 or SPMAN1002)

**Co-requisite(s):** Nil

**Exclusion(s):** Nil

**ASCED:** 080505

**Description of the Unit:**

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, 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 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

**Unit 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

## FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, interact and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> <li>• Using effective verbal and non-verbal communication</li> <li>• Listening for meaning and influencing via active listening</li> <li>• Showing empathy for others</li> <li>• Negotiating and demonstrating conflict resolution skills</li> <li>• Working respectfully in cross-cultural and diverse teams.</li> </ul>	S4, A2	AT2
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> <li>• Creating a collegial environment</li> <li>• Showing self-awareness and the ability to self-reflect</li> <li>• Inspiring and convincing others</li> <li>• Making informed decisions</li> <li>• Displaying initiative</li> </ul>	Not applicable	Not applicable
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> <li>• Reflecting critically</li> <li>• Evaluating ideas, concepts and information</li> <li>• Considering alternative perspectives to refine ideas</li> <li>• Challenging conventional thinking to clarify concepts</li> <li>• Forming creative solutions in problem solving</li> </ul>	K1, S1, S2, A1	AT2
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> <li>• Finding, evaluating, managing, curating, organising and sharing digital information</li> <li>• Collating, managing, accessing and using digital data securely</li> <li>• Receiving and responding to messages in a range of digital media</li> <li>• Contributing actively to digital teams and working groups</li> <li>• Participating in and benefiting from digital learning opportunities</li> </ul>	Not applicable	Not applicable

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> <li>• Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts</li> <li>• Committing to social responsibility as a professional and a citizen</li> <li>• Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses</li> <li>• Embracing lifelong, life-wide and life-deep learning to be open to diverse others</li> <li>• Implementing required actions to foster sustainability in their professional and personal life.</li> </ul>	K4	AT2

**Learning Task and Assessment:**

Learning Outcomes Assessed	Assessment Tasks	Assessment Type	Weighting
K2,K3 S3 A1	Demonstrate knowledge of the unit 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

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)