

Unit of Study: BUS5103 Marketing and Communications

Overview

In the context of the modern enterprise the role of marketing and communications has shifted from a mass broadcasting model to a focused engagement model that places customer needs central to the function of the enterprise and its output to that customer. *BUS5103 Marketing and Communications* focuses on creating direct communication channels with a prospective customer and how the organisation converts a prospect into a customer through proactive communication, technology and data enabled processes. On completion of this unit students will be able to use active bilateral communication to establish a framework of commercial exchange essential for sustainable operations.

Course(s)	Master of Business Administration
Credit Points	8 credit points
Duration	12 weeks (10 teaching weeks; 1 revision week; 1 final assessment week)
Level	Postgraduate Foundational
Student Workload	Students should expect to spend approximately 13 hours per week over 12 weeks (totalling approximately 156 hours) on learning activities for this unit.
Mode(s) of Delivery	On campus, Blended
Pre-Requisites	None
Unit Coordinator	As per current timetable
Contact Information	Consultation: 1 hour scheduled session

Unit Learning Outcomes

On successful completion of this unit, students will be able to:

- ULO1 Analyse key principles, concepts and tools of contemporary marketing and communications used in practice.
- ULO2 Explore marketing and communications media and methods that are available to enterprises..
- ULO3 Analyse leadership decision making processes in the context of real-world integrated marketing and communications practice.
- ULO4 Create comprehensive marketing and communications plans in an ethical and integrated manner.





Weekly Schedule



Detailed information for each week's activities can be found on Unit's Weekly Modules in Canvas.

Week	Topic
Week 1	Introduction to Marketing and Communications; Integrated Marketing; Communications and Brand Equity Enhancement
Week 2	Analysing Consumer Behaviour
Week 3	Persuasion in Marketing and Communications
Week 4	Market Segmentation and Brand Positioning
Week 5	Product and Pricing Strategy
Week 6	Developing Message Strategies
Week 7	Media Planning and Analysis
Week 8	Digital and Social Media
Week 9	Service Marketing
Week 10	International Marketing
Week 11	Revision
Week 12	Final Assessments

Assessments

APIC awards common result grades, set out in the [Award of Grade Policy](#).

Assessment Task	Type	Weighting	Due	Length	UOs
Assessment 1: Advertisement Poster Presentation and critique: Students required to make print/digital advertisement along with report and presentation for a product/service justifying target market, message, and media strategy and tactics with justification.	Group  Invigilated 	20%	10 – 15 Minutes (Equivalent to 1500 words)	Week 5	ULO 1 ULO 2
Assessment 2: Case Study Constructing a case study based on literature review on successful or failing marketing strategy or decisions and its result.	Group 	20%	3000 words	Week 8	ULO 1 ULO 2 ULO 3 ULO 4
Assessment 3: Strategic Marketing Plan Students required to construct marketing plan for any product or service for Australian Market that includes competitive analysis, Market segmentation, selection of target market and 7P strategies with justification.	Individual 	40%	3000 words	Week 10	ULO 1 ULO 2 ULO 3 ULO 4

Assessment 4: Pitch Presentation This is presentation of the marketing plan, assessment 3. The students required to present their marketing plan with explanations followed by question/answer session.	Individual  Invigilated 	20%	10 – 15 minutes (Equivalent to 1500 words)	Week 11 and 12	ULO 1 ULO 2
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Detailed information for each assessment can be found on the Unit's Home Page in the Assessment Brief

equiv. – equivalent word count based on the Assessment Load Equivalence Guide.

Course Reserve

Course Reserve includes all required resources and reading material for the unit of study. You can access Course Reserve via [APIC Library](#) or via the Course Reserve link on the unit's homepage.

Prescribed text(s):

Greg Elliott, Sharyn Rundle-Thiele, David Waller, Sandra Smith, Liz Eades, Ingo Bentrrott, 2018, Marketing, 4th Edition, Wiley Publication.

Recommended Readings:

Chitty, B, Luck, E, Barker, N, Sassenberg, AM, Shimp, TA & Andrews, C 2018, Integrated marketing communications, 5th Asia-Pacific edn, Cengage Learning, Australia.

Ang, L 2014, Principles of Integrated marketing communications: A focus on new technologies and advanced theories, Cambridge University Press, New York, NY, USA.

Belch, GE, Belch, MA, Kerr, GF and Powell, I 2014, Advertising: an integrated marketing communication perspective, McGraw Hill, North Ryde, N.S.W, Australia.

Egan, J 2015, Marketing Communications, 2nd edn, SAGE Publications Ltd, London, UK.

Percy, L 2018, Strategic integrated marketing communications, 3rd edn, Taylor & Francis Ltd, Routledge, New York, NY, USA.

Other Recommended Resources:

Journal of Marketing Communications

Journal of Integrated Marketing Communications

Media, Culture & Society

Journal of Marketing

Journal of Consumer Marketing

Useful web-links:

<https://www.ama.org/>

<http://www.emac-online.org/r/default.asp?ild=FLFDIE>

<https://www.esma.org/>

Academic integrity

Ethical conduct and academic integrity and honesty are fundamental to the mission of APIC and academic misconduct will not be tolerated by the College. It is the responsibility of every student to make sure that they understand what constitutes academic misconduct and to refrain from engaging in it. Please refer to APIC's [Academic Integrity Policy](#) for further details.

Other Important Information and Links

<p>Special consideration</p> <p>If your academic work is impacted by significant documented illness, hardship, or other adverse circumstances beyond your control, you may make an application for Special Consideration. Please refer to the Assessment Policy for further details.</p>	<p>Late submission</p> <p>Penalties apply when work is submitted after the due date without approval. Please refer to the Assessment Policy for information about late submission.</p>
<p>Assessment appeals</p> <p>If you are concerned about a mark you have received for an assessment or final grade, you may apply to formally appeal the grade. Please see the Assessment Policy for further details.</p>	<p>Award of grades</p> <p>APIC awards common result grades, set out in the Award of Grade Policy.</p>
<p>Expectations of student conduct</p> <p>Students are expected to conduct themselves in a manner that is consistent with a safe and respectful study environment. More information can be found in the Student Code of Conduct.</p>	<p>Study resources</p> <p>APIC Library and Student Learning Support resources and services can be accessed via the Student Lounge or your Dashboard on the OLS (Canvas).</p>
<p>Student Services</p> <p>The Student Services team provides administrative support for students and handles enquiries about enrolment, timetables, important dates and submitting forms. More information can be found on the Student Services page on the OLS (Canvas).</p>	<p>Key dates</p> <p>Key dates through the academic year, including teaching periods, census, payment deadlines and exams can be found on the Academic Calendar section of the APIC website.</p>

Changes and Updates to the Unit of Study Guide

This Unit of Study Guide may be updated and amended from time to time. Students will be notified of any changes to the unit via the Online Learning System (Canvas) space for the unit.

This Unit of study Guide was last modified on 27th April 2022.