



CHRISTIAN HERITAGE COLLEGE

**BZ252**

**MARKETING COMMUNICATION**

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.

<b>Unit code</b>	BZ252			
<b>Unit name</b>	Marketing Communication			
<b>Associated higher education awards</b>	Associate Degree in Business Bachelor of Business			
<b>Duration</b>	One semester			
<b>Level</b>	Intermediate			
<b>Unit Coordinator</b>	D'Wayne Wigley			
<b>Core/Elective</b>	Elective - Associate Degree in Business Core - Bachelor of Business (major in Marketing) Elective - Bachelor of Business (other majors)			
<b>Weighting</b>	Unit credit points: 10 Course credit points: 160 - Associate Degree in Business 240 - Bachelor of Business			
<b>Student workload</b>	<b>Face to face on site</b>	<b>External</b>		
	Contact hours	39	Engagement with study materials	90
	Reading, study, and preparation	59	Assignment preparation	60
	Assignment preparation	52	<b>TOTAL</b>	<b>150</b>
	<b>TOTAL</b>	<b>150</b>		
	Students requiring additional English language support are expected to undertake an additional 1 hour per week.			
<b>Delivery mode</b>	Face to face on site External			
<b>Prerequisites/ Corequisites/ Restrictions</b>	Prerequisite: BZ103 Introduction to Marketing			
<b>Specialist resource requirements</b>	Nil			
<b>Prescribed text(s)</b>	Belch, G., Belch, M., Kerr, G., & Powell, I. (2008). <i>Advertising and promotion: An integrated marketing communication perspective</i> . Sydney, NSW: McGraw-Hill.			

<p><b>Recommended readings</b></p>	<p><b>Books</b></p> <p>Clow, K. E., &amp; Baack, D. (2007). <i>Integrated advertising, promotion, and marketing communications</i> (3<sup>rd</sup> ed.). New Jersey: Pearson Education Inc.</p> <p>Kotler, P., Armstrong, G., Brown, L., &amp; Adam, S. (2007). <i>Marketing</i> (7<sup>th</sup> ed) Sydney, NSW: Prentice Hall.</p> <p>Quester, R., Neal, C., Pettigrew, S., Grimmer, M., Davis, T., &amp; Hawkins, D. (2007). <i>Consumer behaviour: Implications for marketing strategy</i> (5<sup>th</sup> ed.). Sydney, NSW: McGraw-Hill.</p> <p><b>Journals and Periodicals</b></p> <p><i>European Journal of Marketing</i></p> <p><i>Journal of Advertising</i></p> <p><i>Journal of Marketing Communications</i></p> <p><i>Journal of Marketing Theory and Practice</i></p> <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: The New International Version 2011</i> (NIV 2011) or <i>The Holy Bible: New King James Version</i> (NKJV).</p> <p>These and others translations may be accessed free on-line at <a href="http://www.biblegateway.com">http://www.biblegateway.com</a>. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.</p>
<p><b>Content</b></p>	<ol style="list-style-type: none"> <li>1. Introduction: The development of advertising in Australia and New Zealand</li> <li>2. Social, ethical and regulatory aspects</li> <li>3. The communication process</li> <li>4. Developing consumer insight</li> <li>5. Branding and building relationships</li> <li>6. The planning process and strategy development</li> <li>7. Establishing objectives and budgeting</li> <li>8. Message strategy and execution</li> <li>9. Media</li> <li>10. Media evaluation</li> <li>11. Public relations and sponsorship</li> <li>12. Sales promotion</li> <li>13. Personal selling</li> </ol>
<p><b>Learning outcomes</b></p>	<p>On completion of this unit, students will have demonstrated that they can:</p> <ol style="list-style-type: none"> <li>1. Discuss the nature and scope of Integrated Marketing Communication (IMC);</li> <li>2. Analyse the impact of IMC on the organisation as a whole;</li> <li>3. Apply technical and theoretical knowledge of IMC to develop and recommend effective marketing communication strategies;</li> <li>4. Critically review IMC strategies adopted by organisations;</li> <li>5. Incorporate Biblical Christian worldview into knowledge about marketing communication;</li> <li>6. Work as a team member in the context of a marketing communication problem; and</li> <li>7. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.</li> </ol>

<b>Assessment tasks</b>	<b>Task 1:</b> Four business case studies
	Word Length/Duration: 500 words each
	Weighting: 20%
	Learning Outcomes: 1-5, 7
	Assessed: Week 4, 6, 8, 10
	<b>Task 2:</b> Group business report
	Word Length/Duration: 3000 words
	Weighting: 30%
	Learning Outcomes: 1-7
	Assessed: Week 12
	<b>Task 3:</b> Final examination
	Word Length/Duration: 3 hours
	Weighting: 50%
	Learning Outcomes: 1-5
	Assessed: Week 15

SAMPLE