

# MKTG 2006 MARKETING COMMUNICATIONS

**Credit Points** 10

**Legacy Code** 200086

**Coordinator** Michael Lwin (<https://directory.westernsydney.edu.au/search/name/Michael Lwin/>)

**Description** From 2022 this subject replaced by MKTG 3019 Marketing and Digital Communications. Developing and managing an effective integrated marketing communications (IMC) program is a vital part of successful marketing. Moreover, IMC is a highly visible and demanding aspect of marketing communication effort at brand level. This unit, grounded in marketing principles, provides students with an understanding of IMC, the marketing communication process, and coordinating major elements of the marketing communications mix - advertising, digital marketing, sales promotions, personal selling, sponsorship marketing, public relations, direct marketing.

**School** Business

**Discipline** Marketing

**Student Contribution Band** HECS Band 4 10cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Undergraduate Level 2 subject

**Pre-requisite(s)** MKTG 1006

**Assumed Knowledge**

Basic principles of marketing.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Demonstrate the development of a brand's integrated marketing communications campaign, and the application of communication creativity;
2. Interpret the theoretical foundations of integrated marketing communications, the marketing communications process, and the major elements of the marketing communications mix at brand-level;
3. Analyse, through the use of appropriate theories, how integrated marketing communications is applied at brand-level;
4. Discuss marketing communications in terms of cultural, social economical and environmental issues at brand-level.

## Subject Content

- theoretical foundations of IMC, Marketing Communications decision making process, and Brand equity enhancement
- The communication process
- attitude and persuasion in Marketing Communications
- Marketing segmentation and Brand positioning
- Advertising and digital Marketing Communications
- message planning and implementation
- Broadcast media, Print and support media, and media analysis
- direct Marketing, sales promotion, digital Marketing, personal selling, Marketing public relations and sponsorship Marketing
- Evaluating IMC effectiveness

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task
Report	15 minute activity 2,000 word report	30	N	Group
Final Exam	2 hours	30	Y	Individual
Portfolio	1,500 word equivalency	40	N	Individual

### Prescribed Texts

- Chitty, W, Luck, E, Barker, N & Valos, M 2014, Integrated marketing communications, 4th Asia Pacific edn, Cengage Learning Australia. [Or latest edition]