ADVERTISING MKTG-2033

Semester 1 2016 6 Units In Person Delivery
Modified 12/02/2016

CONTACT INFORMATION

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Teaching. 6 years

Publications. 10 refereed journals including two ‘A’ ranked publications and 7 Australian and international conferences with two ‘Best Paper Awarded’ papers.

Recent research. Leading researcher on vulnerable young adults in USA mentored by University of Massachusetts, Boston, USA.


Education 3 Degrees in Marketing
  • BBA (Hons.) in Marketing
  • MBA major in Marketing
  • PhD in Marketing, University of New South Wales.

Follows. World Vision, American Association of University Women.

DESCRIPTION

This course introduces the fundamental theoretical framework of advertising, and links the role of advertising to the broader marketing communications context. Specific topics include integrating marketing communication, identifying promotional opportunities, corporate and brand image, advertising management, advertising design, media selection, consumer promotions, public relations and sponsorship and international advertising.
Requisites

To enrol in this course you must have completed or concurrent enrolment in MKTG2004

LEARNING OUTCOMES

Upon successful completion of the requirements for this course, students will be able to:

1. appreciate the ways that communication through advertising influences and persuades consumers;
2. discuss the role of the advertising agency and its client relationships;
3. identify advertising's place in the communications mix;
4. discuss the decisions which need to be made in budgeting and planning for promotion;
5. research and prepare a profile of media habits for a given target market;
6. set promotional objectives and identify their relationship with the strategic plan;
7. identify and discuss a range of creative strategies in advertising; and,
8. explain and illustrate Integrated Marketing Communication decision making and planning

SCHEDULE

This course adopts a managerial approach to advertising. It develops an understanding of the terminology of promotion, in general, and advertising in particular. It aims to develop an appreciation of the role of advertising both within the firm and in society in general. In addition, the subject aims to develop an understanding of the activities that form the practice of advertising and public communications.

The course structure aims to formally get students working together. Do not forget that a powerful source of learning is dialogue. Discuss and ask questions of your tutor and each other.

Research-Led Teaching

Students in this course will be exposed to the research led theory that underpins the entire discipline of marketing communication.

Staff Feedback

Students will be given feedback in the following forms in this course:

- Individual feedback on the major research essays in the form of written comments.
- Each part of the group communication exercise will receive both written and verbal comments to the group and summary feedback to the whole class.
- The final presentation will get feedback in a combination of student review and tutor assessment.

We use feedback from students, professional bodies and staff to make regular improvements to the course. In response to this feedback, design improvements from the previous version of the course include:

- Incorporation of Social media and Mobile media in communication planning.
- Taking account of disruptive technology such that will allow emphasis on the new energy economy.

Workload outside of class

The structure of this subject assumes that students take responsibility for their own learning. To facilitate this students are expected to contribute at least 6-8 hours per week to their own “study time” - starting week 1 of semester. This is in excess of the time spent in formal class and preparation of assessments. Active participation in the subject will significantly benefit your learning and enjoyment.

Please note that the Major Communication plan uses a “real life” style of assessment. Do start this work early and start reading the relevant chapters from the outset.

Workshops (Tutorials)

To gain value from the workshops you must prepare for the specified workshop questions prior to the workshop. Time permitting, these questions will be discussed during the class - if all questions are not covered in the workshop session then it is the student's responsibility to ensure that they are completed outside of class time. Students are advised to keep up with their reading (the recommended chapters in the text book and as detailed in this subject outline as an essential minimum).

Workshop 1 - 23 February
• Organise selection of products for major assignment.
• Discuss assessments
• Find an advertisement (traditional or social). Describe the informing, persuasion, reminding techniques used. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion.
• In class exercise Case study 1a pp. 104,

Workshop 2 - 1 March
• Find an advertisement and upload it to Wattle (social media or mobile media). Describe the how the ads can be used in an IMC campaign. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion.
• In class exercise Case Studies: 1b pp. 107 and 4b p553

Workshop 3 - 8 March
• Find an advertisement (traditional or social). Describe the target market that was used in the chosen ad. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise: Customer profiling Waller pp. 30-33

Workshop 4 - 15 March
• Find an advertisement (relating to branding and databases). Describe what the implications of the ad are and how much money you would allocate to the campaign. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise Case studies 2b pp. 228
• Research Essay Due 4:00 PM Monday 21st of March on Wattle

Workshop 5 - 22 March
• Find an advertisement (traditional or social). Describe how the ad can be used to position the product in different consumer markets. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise: Brief/ Environment Waller pp. 3-21

Workshop 6 - 29 March
• Find an advertisement (traditional or social). Describe the objectives of the advertisement and estimate how much money should be spent in the campaign for the product in different consumer markets. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise: Objectives and Budgeting Waller pp. 24-29

Workshop 7 - 19 April
• Find an advertisement that you like a lot. (traditional or social media). Describe which creative technique has been used. Will this ad pass the AIDA process? Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise: Choosing the right creative solution Waller pp. 36-57
• Major Assignment Part 1: Communication Brief Due 4:00 PM Monday 25th of April on Wattle

Workshop 8 - 26 April
• Find an advertisement (traditional or social media). How would you determine the reach and frequency across different possible media campaigns? Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise: Media Planning and Budgeting Waller pp. 58-68

Workshop 9 - 3 May
• Find an advertisement (traditional or social, media). Describe how we can judge whether the ad is effective. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise: Case Studies 3a pp. 443 and 3b pp. 445
• Evaluation and tracking Waller pp. 92-96

Workshop 10 - 10 May
• Find examples of a proactive and a reactive Public Relations tools (traditional or social media). Describe how these can be used in growing or protecting the brand image. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
• In class exercise. Public relations Waller pp.77-81
• Group evaluation sheet submission on Wattle

Workshop 11 - 17 May
• Find examples of direct marketing and personal selling. Describe how these IMC tools are used to develop a more complete communication solution. Upload it to Wattle at least the day before the workshop. Bring it to the Workshop for discussion
Recommended activities outside class that will be discussed in workshops

Expose yourself to a wide range of media and promotional activities that will sensitize you to the cultural and business issues which contextualise the management of promotional activities.

For instance: watch commercial TV, listen to commercial radio and read the dailies and some magazines each week. Also read magazines, which have different focuses – B2B, fashion, international. Study the commercials and analyse/empathise with the actual target audience, the advertiser and the creative who bought it to life!

Collect a month’s supply of catalogues and brochures delivered to your home. Be prepared to discuss your findings in the tutorials!

<table>
<thead>
<tr>
<th>Week No</th>
<th>Lecture date</th>
<th>Topic(s)/Task(s)</th>
<th>Book Chapter</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>16 February</td>
<td>- Subject Overview&lt;br&gt;- Introduction to Advertising &lt;br&gt;- Integrated marketing Communication &lt;br&gt;- Textbook questions. Chapter 1 Q1, 6 &amp; 9 Chapter 2 Q1, 6,9</td>
<td>B&amp;B ch 1 &amp; 2</td>
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<td>2</td>
<td>23 February</td>
<td>- Social media and Mobile media &lt;br&gt;- Textbook questions Chapter 3 Q6, 8 &amp; 10 Chapter 4 Q 1, 5 &amp; 8</td>
<td>B&amp;B ch 3 &amp; 4</td>
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<tr>
<td>3</td>
<td>1 March</td>
<td>- The communication process&lt;br&gt;- Consumer Behaviour &lt;br&gt;- Textbook questions. Chapter 5 Q7, 9 &amp; 10 Chapter 6 Q 5, 7 &amp; 9. &lt;br&gt;- Quiz 1</td>
<td>B&amp;B ch 5 &amp; 6</td>
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<tr>
<td>4</td>
<td>8 March</td>
<td>- Branding and databases&lt;br&gt;- Textbook questions. Chapter 8 Q 3, 4, 5, 6,7 &amp; 8</td>
<td>B&amp;B ch 8</td>
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<tr>
<td>5</td>
<td>15 March</td>
<td>- Planning and Positioning&lt;br&gt;- Textbook questions. Chapter 9 Q1, 2, 4, 5 &amp; 6</td>
<td>B&amp;B ch 9</td>
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<td>6</td>
<td>22 March</td>
<td>- Objectives and Budgeting&lt;br&gt;- Textbook questions. Chapter 10 Q1, 2, 8 &amp; 10 &lt;br&gt;- Quiz 2</td>
<td>B&amp;B ch 10</td>
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<td>7</td>
<td>29 March</td>
<td>- Creative Strategy&lt;br&gt;- Textbook questions. Chapter 11 Q 2,6,7,9,10</td>
<td>B&amp;B ch 11</td>
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<td>- Mid Semester Break</td>
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<td>Week</td>
<td>Date</td>
<td>Topics</td>
<td>Textbook Questions</td>
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<tr>
<td>8</td>
<td>19 Apr</td>
<td>Traditional media planning</td>
<td>Chapter 12 Q 2, 3, 4, 6, 8 &amp; 10</td>
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<tr>
<td>9</td>
<td>26 Apr</td>
<td>Campaign effectiveness and Tracking</td>
<td>Chapter 13 Q 1, 6, 7, 8 &amp; 9</td>
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<td>Quiz 3</td>
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<tr>
<td>10</td>
<td>3 May</td>
<td>Public relations, and sponsorship</td>
<td>Chapter 15 Q 1, 2, 3, 4 &amp; 5</td>
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<tr>
<td>11</td>
<td>10 May</td>
<td>Direct marketing and Personal selling</td>
<td>Chapter 14 Q 3, 5, 6, 7 &amp; 9</td>
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<tr>
<td>12</td>
<td>17 May</td>
<td>Sales Promotions</td>
<td>Chapter 16 Q 1, 2, 4, 6 &amp; 9</td>
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<td>Quiz 4</td>
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<tr>
<td>13</td>
<td>24 May</td>
<td>Ethics and legal aspects of IMC</td>
<td>Chapter 7 Q 1, 4, 6, 7 &amp; 10</td>
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</tbody>
</table>

**MATERIALS**

**Prescribed Texts and Reference Materials**

*These will be referred to throughout the course and students should purchase a copy.*

**N.B.** Extra subject material is also available on Wattle. Direction on how to access this will be given in the first tutorial.
Additional references (From which some seminar material is derived)


Other References:

Resources to Assist with Wider Reading and Assignment Preparation.

This subject requires the use of highly specialized sources, especially Australian reference materials on the media and advertising. In particular, you will need to consult radio ratings surveys, TV ratings, print circulation and readership, publishers' and broadcasters rate-cards and general background on how the various Australian market segments use media and respond to media and advertising messages. Selected research will be provided to assist with assignment preparation, however you will be expected to demonstrate independent research skills by accessing additional information, analysing it and using it to support decision-making.

Other resources:

There are many other useful resources in the Chifley Library and the University of Canberra Library on the subject of Advertising and Public Relations. These will be found in the HF section of both libraries. The Chifley Library also has a number of electronic data bases such as ABI Inform that will help students to find refereed journal articles.

Trade journals and papers such as Marketing, B&T, The Economist, The Financial Review.

Subject Reference Sources: Academic Journals

Ø Journal of Advertising Research
Ø Journal of Marketing
Ø Journal of the Academy of Marketing Science
Ø Journal of Business Research
Ø Journal of Consumer Marketing
Ø European Journal of Marketing
Ø Journal of Personal Selling and Sales Management
Ø Journal of The Market Research Society
Ø Journal of Consumer Research
Ø Journal of Marketing Research

ASSESSMENT OVERVIEW

Summary

<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
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<table>
<thead>
<tr>
<th>Type</th>
<th>Weight</th>
<th>Learning Outcome</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Essay (individual)</td>
<td>30%</td>
<td>1-8</td>
<td>Task Due Date: 4.00PM Monday 21 March on Wattle (Turnitin)</td>
</tr>
<tr>
<td>Part 1: Major assignment Campaign Brief (Groups of 1-4 students)</td>
<td>15%</td>
<td>1-8</td>
<td>Task Due Date: 4.00PM Monday 25 April</td>
</tr>
<tr>
<td>Part 2: Major assignment IMC Plan (Groups of 1-4 students)</td>
<td>20%</td>
<td>3, 7 and 8</td>
<td>Task Due Date: 4.00PM Friday 20 May</td>
</tr>
<tr>
<td>Part 3: Major assignment Presentation (Individual)</td>
<td>5%</td>
<td>1, 7</td>
<td>Workshop 12 (Week 13)</td>
</tr>
<tr>
<td>Online quizzes</td>
<td>30%</td>
<td>1-8</td>
<td>Task Due Date: Week 3, 6, 9, 12 on Wattle</td>
</tr>
</tbody>
</table>

**Grading Scale**

According to the ANU policy on assessment (https://policies.anu.edu.au/ppl/document/ANUP_004603), the standards that apply to High Distinction, Distinction, Credit and Pass in all coursework courses are as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>80-100%</td>
<td>Work of exceptional quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>D</td>
<td>70-79%</td>
<td>Work of superior quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>C</td>
<td>60-69%</td>
<td>Work of good quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>P</td>
<td>50-59%</td>
<td>Work of satisfactory quality, as demonstrated in the attainment of learning outcomes at or above the relevant qualification level</td>
</tr>
<tr>
<td>N</td>
<td>0-49%</td>
<td>Work in which the attainment of learning outcomes at or above the relevant qualification level has not been demonstrated</td>
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</tbody>
</table>

**ASSESSMENT ITEMS**

**Research Essay**

30 marks  
Due Monday 4:00PM  
To be submitted on Wattle.
Sample Topics:
An IMC campaign for an Australian product/service industry with which you are familiar,

- Outline the communication mix elements of the campaign and how they work together.
- Describe the choices of creative techniques/devices used.
- What segmentation approach is being used?
- What is the campaign’s positioning?
- Analyse the advertisements in terms of the Hierarchy of Communication effects.
- How does the literature on IMC creativity support this approach?
- If you were the Marketing Manager would you change anything and why?

You will need to write a research essay on the topics above or any particular area of advertising and IMC research. (no more than 3000 words plus references and an abstract)

To complete this task students will need to examine the theory and practice of the topic providing a typed critical analysis. Students will be expected to find additional reference material. Journals can be accessed through the databases on the WEB or through the library. In undertaking this exercise you should ensure that your write up is fully referenced all citations used in correct format (Preferably Harvard Style.)

Assessment Criteria – write up
- Quality of argument (hypothesis and supporting evidence)
- Quality of Citations
- Presentation of work
- Understanding of concepts
- Critically analysing the issues
- Relevance of articles

Communication Campaign

This assessment item has three distinct components.

Part 1 (15%) is creating a campaign brief for a communication agency. This will be done on an individual basis and will be completed mostly in workshops.

Part 2 (20%) is assembling a communication plan. This will be done in groups of 1-4. This will be done both in workshops and outside classroom time. Students will have the task of promoting a product or service of their own choice. In workshop 1, students will be asked to select a product/service. Students will be required to collect primary research, and information about the industry and prepare a communication plan.

Part 3 (5%) is an individual presentation of the creative solution from the task completed in part two.

Product title example and objective

"Promote the Tesla model 3 electric car in Australia"

Increase number of queries/pre orders by 20% by July 2017

Students may wish to create a promotional campaign for a product they have used and are familiar. This should be communicated and agreed to with the tutor during the first workshop. NB. it should be an actual product/service and available in Australia. This will require students to identify the products marketing problem that will be helped by a communication campaign and set of objectives and budget.

Part 1: Communication Brief (15 Marks)

Due: Monday 4:00 PM Monday, 25 April
To be submitted on Wattle.
Length: 1500 words plus appendixes

Each student will prepare a written communication brief to an advertising agency. Students will choose a product or service in the first workshop, which is available in Australia and they are familiar with.

You are appointed as the new Marketing manager for the chosen product, service or Social Marketing Program. Write the communication brief for the promotion of the product or service during 2016/17. This will involve a PEST analysis setting the budget and communication objectives.

The brief should be written in a professional manner and you are expected to have completed all of the background
(secondary and primary) research, but not including, the communication or media strategy (i.e. you need to research, analyze and report on the “where are we now” and the “where do we want to be”). Use your textbooks as a guide of what to put in your brief – think carefully about what should be contained in a perfect brief.

The formal brief is extremely important. If you put the time and effort into a comprehensive communication brief you will find the task of completing the final Communication Plan a lot easier.

The brief will be peer reviewed in class (and moderated by the tutor) using the assessment sheet (Appendix 1 on Wattle).

Part 2: Written Communication Plan (20 marks)

Due: 4:00 PM Friday, 20 May
To be submitted on Wattle (including mock-ups).
Length: 3000 words approx. (plus appendixes).

Do not forget to bring the group evaluation sheet on week 11, 10th of May workshop (copies of all of these are attached).

In this part of the assignment you will form groups of 1-4, which will adopt the role of the Integrated Marketing Communications agency responding to a client brief. In your role as the advertising agency, prepare a comprehensive communication plan that addresses the client’s brief. As well as clearly articulating the situation, you are required to develop appropriate strategies along with detailed plans of execution and measurement to meet the client objectives.

Use the client brief as a base – but you will need to get more information from your own research. The formal brief is extremely important. If you put the time and effort into a comprehensive communication brief you will find the task of completing the final Communication Plan a lot easier. As this is a practical business report you do not need to reference the same way that you would do in an academic paper. You should however acknowledge the source any information provided in the brief. You are required to submit your final communication plan. Please note that a comprehensive communication plan includes background/situation analysis data through to implementation and evaluation plus mock-ups and appendixes.

Part 3 Presentation (5 marks) Student groups will do a 6 minute presentation on a good or service: recommendations about a new communication strategy for their company. See Waller (on presentations). N.B. This presentation may be video taped (with student permission).

The written component required for the presentation consists of a copy of any PowerPoint or Prezi presentation used. If students choose to make an ad or video this should be included along with any presentation.

All presentations should be uploaded to Wattle by 11.59.PM the night before the Tutorial in week 13 (Workshop/Tutorial 12).

The presentation will be uploaded to Wattle by 11.59.PM the night before the Tutorial in week 13 (Workshop/Tutorial 12).

The presentation will be peer reviewed in class (and moderated by the tutor) using the assessment sheet (Appendix 3 on Wattle).

VERY IMPORTANT!!! You need to do the following:
- Be clear and concise, using PowerPoint presentation if possible
- Provide a handout of PowerPoint slides – with any additional materials and references referred to
- Present in a professional manner – mumbling, reading and poor presentation skills will be penalised
- Timing is important you will be penalised for running over 6 minutes.
- Engage the audience – use activities or gimmicks to gain and hold attention, preferably encouraging discussion
- Rehearse your presentation before the day.

Online multiple choice quizzes

30 MARKS

Multiple choice quiz taken online in weeks 3,6,9,12
Each quiz 7.5 Marks

COURSE EXPECTATIONS
Announcements

Students are expected to check the Wattle site for announcements about this course, e.g. changes to timetables or notifications of cancellations. Notifications of emergency cancellations of lectures or tutorials will be posted on the door of the relevant room.

Tutorial and/or Seminar registration

Tutorial and/or Seminar registration is done through the course Wattle page. Detailed information about sign-up times will be provided on Wattle or during the first lecture by the course convener.

When tutorials/seminars are available for enrolment:

1. Log-on to Wattle, and go to the course site.
2. Click on “Tutorial sign-up here” link
3. On the right of the screen, click “Become Member of …” for the tutorial/seminar class you wish to enrol in.
4. Confirm your choice.

If you need to change your enrolment, click on the tab “Leave group…” and then re-enrol in another group.

You will not be able to enrol in groups that have reached their maximum number.

Please note that your enrolment in ISIS must be finalised for you to have Wattle access.

Extensions and penalties

Extensions and late submission of assessment pieces are covered by the Student Assessment (Coursework) Policy and Procedure.

You may be granted extensions for assessment pieces that are not examinations or take-home examinations by applying for special consideration.

Late submission of assessment tasks without an extension are penalised at the rate of **5% of the possible marks available per working day** or part thereof. Late submission of assessment tasks is not accepted 10 working days after the due date, or on or after the date specified in the course outline for the return of the assessment item.

If a course convener determines that late submission of assessment tasks is not accepted for a coursework course, this information is included in the course outline.

Special consideration for assessments

Students who are unable to submit their assessment by the due date may be eligible for an extension if supported by an Application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration.

Special Consideration applications must be completed before the due date of the affected assessment. In exceptional circumstances applications for an extension may be accepted up to three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications must be submitted online at special.consideration@anu.edu.au. You will be notified by your lecturer if an extension has been approved.
Identify your Assignment with your Student Number only

When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

Resubmission of assignments

You are allowed to resubmit your assignments before the specific deadlines. Any submission done after the deadline will be considered as a late submission and the above listed penalty conditions will apply.

Returning assignments

All assignments will be marked and where appropriate feedback will be provided either:

- in class, or
- in person by appointment with the course lecturer, or
- via the course Wattle site.

Referencing requirements

See any specific requirements under Assessment Items.

The Harvard or Oxford referencing styles are to be used. Links to documentation on proper referencing methods are available on the course website or from the Academic Skills website: https://academicskills.anu.edu.au/resources/handouts/referencing-basics (https://academicskills.anu.edu.au/resources/handouts/referencing-basics)

Deferred examinations

A deferred examination is the sitting of an examination at a time other than the scheduled time/date.

Wherever possible a student should sit their examination at the prescribed time, and if necessary apply for special assessment consideration (http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration) for the marking of the examination. To apply for a deferred examination:

- Scan and attach all supporting documentation
- Email to examinations.officer@anu.edu.au (mailto:examinations.officer@anu.edu.au)

Submit completed application no later than three working days after the scheduled examination.

Decisions on applications relating to final examinations are made by the Examinations Office.

After receiving notification that a deferred examination has been granted, it is the responsibility of the student to confirm the date/time/location for that examination with the relevant ANU College or School.

Finalisation of Marks and Grades

Your final mark for the course will be based on the raw marks allocated for each of your assessment items. However, your final mark may not be the same number as produce by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed the scaled mark of that student), and may be either up or down.
Use of Assignments as exemplars and grade moderation

An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

This course introduces students to the theories that inform the practice of advertising within the context of Integrated Marketing Communications (IMC) management. Specific topics include identifying promotional opportunities, corporate and brand image, advertising management, advertising design, media selection, consumer promotions, public relations and sponsorship.

Communication activities represent an important part of most business activities. The subject Advertising will provide students with techniques to improve the quality of their communications – from identifying the audience’s needs through to media planning and strategy.

Subject Aim

This subject adopts a managerial approach to advertising. It develops an understanding of the terminology of promotion, in general, and advertising in particular. It aims to develop an appreciation of the role of advertising both within the firm and in society in general. In addition, the subject aims to develop an understanding of the activities that form the practice of advertising and public communications.

Student skills

It is preferred that students have successfully completed a course in Basic Marketing course from any institution. The course will therefore assume a substantial amount of prior knowledge. Students should ask the lecturer for some additional reading on marketing to fill in any gaps in their knowledge.

It would be useful to have competence in the following software packages: MS Word, MS PowerPoint.

It is necessary for all students to have been exposed to business report writing and referencing. Students without that background should approach the academic skills and learning centre for some one on one assistance. Without this students will have trouble completing the basic assessments in the course at a satisfactory level.

Workloads

Students taking this course are expected to commit at least 10 hours a week to completing the work. This will include:

• 13X2 hours of lectures/workshops
• 12X 1hour workshops

Work outside of class: The structure of this subject assumes that students take responsibility for their own learning. To facilitate this students are expected to contribute at least 6-8 hours per week to their own “study time” - starting week 1 of semester. This is in excess of the time spent in formal class and preparation of assessments. Active participation in the subject will significantly benefit your learning and enjoyment.

Please note that the Major Communication plan uses a “real life” style of assessment. Do start this work early and start reading the relevant chapters from the outset.

Lectures/workshops

Lectures. There will be 13 x two hour lecture/workshops per week. Prior to attending lectures students should have read the relevant section of Belch and Belch Kerr and Powell (2014). Lectures are not a substitute for preparation and reading of materials; they assist in the learning process. Lectures will be based substantially on the prescribed text. However, some lectures will go beyond the content of the text. The task of the lecture is to highlight the key areas of the text and supplement this with the lecturers’ research and experience. Students are therefore required to read the appropriate chapters before the lecture. Selected overheads may be made available through the subject website. Students are encouraged to take copies, but should not consider this as a substitute for attending lectures, as they represent only a small portion of the material covered in the lecture.

Workshops There will be 12 X 1 hour workshops. These workshops involve active participation in problem solving exercises and answering end of chapter questions. These exercises will help students with the elements of the subject assessment.

ANU POLICIES
ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/ (http://policies.anu.edu.au/)

Key policies include:
- Code of Practice for Student Academic Integrity
- Student Assessment (Coursework) Policy and Procedure
- Undergraduate Award Rules
- Graduate Award Rules
- Student Surveys and Evaluations Policy

Academic Integrity

Students are expected to have read the ANU’s Code of Practice for Student Academic Integrity before the commencement of their course. (https://policies.anu.edu.au/ppl/document/ANUP_000392 (https://policies.anu.edu.au/ppl/document/ANUP_000392))

The following is an extract from the Code of Practice for Student Academic Integrity:

Any work by a student of the Australian National University must be work:
- that is original
- that is produced for the purposes of a particular assessment task
- that gives appropriate acknowledgement of the ideas, scholarship and intellectual property of others insofar as these have been used.

It is the responsibility of each individual student to ensure that:
- they are familiar with the expectations for academic integrity both in general, and in the specific context of particular disciplines or courses
- work submitted for assessment is genuine and original
- appropriate acknowledgement and citation is given to the work of others
- they declare their understanding of and compliance with the principles of academic integrity on appropriate pro formas and cover sheets as required by the academic area, or by a statement prefacing or attached to a thesis
- they do not knowingly assist other students in academically dishonest practice.

All breaches, careless or deliberate, are addressed. Careless breaches are addressed through academic penalties, such as deduction of marks and resubmission. Deliberate breaches are subject to action under the Discipline Rules of the ANU (http://about.anu.edu.au/__documents/rules/disciplinerules.pdf (http://about.anu.edu.au/__documents/rules/disciplinerules.pdf)).

Penalties for a deliberate breach may include failing the piece of work involved, failing the course, or having candidature terminated.

Further information can be found at http://academichonesty.anu.edu.au/ (http://academichonesty.anu.edu.au/)

Student Feedback

ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.


Assessment Requirements

Where possible, assessment items are submitted online through Turnitin. The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University’s approach to managing Academic Integrity.

For additional information regarding Turnitin please visit the ANU Online website (http://online.anu.edu.au/help_support
Student Support Services

Students experiencing academic or personal problems are welcome to discuss these with any member of the Faculty or to utilise the ANU's student support services links to which can be found at http://students.anu.edu.au/ (http://students.anu.edu.au/), including:

- the Counselling Centre at http://counselling.anu.edu.au/ (http://counselling.anu.edu.au/)

Library

- Information about the library can be found at http://anulib.anu.edu.au (http://anulib.anu.edu.au) /opening-hours/ (http://anulib.anu.edu.au/about/open/)
- For free training in information skills and computer skills see http://anulib.anu.edu.au/research-learn (http://anulib.anu.edu.au/research-learn)