

Course Title: **Integrated Marketing Communications**

Course Code: **MKTG702**

Descriptor Start Date: **28/02/2022**

Descriptor End Date: **31/12/2022**

POINTS: **15.00**

LEVEL: **7**

PREREQUISITE/S: **MKTG601, MKTG602, MKTG603**

COREQUISITE/S: **None**

RESTRICTION/S: **MARS603, MARS717, MARS707**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Insights into advertising, retailing and sales are used to examine the elements and influencers that enable effective recognition, construction and formulation of communications in an omni-channel environment.

LEARNING OUTCOMES

1. Apply the conceptual skills required to develop Integrated Marketing Communication strategies that will solve marketing communication problems.
2. Apply the technical and methodological skills required to implement and evaluate an effective IMC strategy for a New Zealand organisation that markets consumer goods or services.
3. Evaluate the effectiveness of Integrated Marketing Communications concepts and practices towards the development of organisational strategic integrated marketing communication campaigns.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Role of communications in building brands and reputation;
Models of communications within marketing, advertising, retailing and sales;
Omni-channel communications (e.g. branding, advertising, instore, between buyers and sellers);
Media decisions within an omni-environment;
Culture and identity issues in marketing, advertising, retailing and sales communications;
Maori and Pacific communications within marketing, advertising, retailing and sales;
Executing creative communications across markets;
Using insights to formulate effective communications.

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
HubSpot Academy - Certification (Individual)	30.00	1,3
Google Analytics for Beginners - Certification (Individual)	20.00	1,3
Report (Critique an advertising campaign) (Individual)	50.00	1,2,3

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

LEARNING RESOURCES

Details of all learning resources (including journals, databases, websites etc) are available on Canvas. Required Text(s): If there is a required text, details are available by searching the University Bookshop's website: www.ubs.co.nz

For further information, contact: Te Ara Pakihi, Te Ohanga Me Te Ture - Faculty of Business, Economics and Law

Principal Programme: AK3693, Bachelor of Business

Related Programme/s: AK1006 DipBus, AK1007 CertBusSt, AK1315 BBus/BCS, AK3001 BBus/BSc, AK3002 BA/Bus, AK3003 BBus/BCIS, AK3004 BBus/BIHM, AK3726 BBus/BHSc, AK3709 GradDipBus, AK3753 GradCertBus

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