



# **School of Arts and Media**

**Faculty of Arts and Social Sciences**

**MDIA3009**

**Integrated Communications**

**Session 2, 2016**

## Course Outline

### Staff Contact Details

Position	Name	Email	Availability	Phone
Convener	Dr. Elaine Jing Zhao	jing.zhao@unsw.edu.au	Thursday 10:30-11:30 @ Room 231D, Robert Webster Building. Please email me to book a time in advance.	9385 8066
Tutor	Nidia Raya Martinez	n.rayamartinez@unsw.edu.au	Available on request. Please email in advance.	

### School Contact Information

Room 312, level 3 Robert Webster Building

Phone: 9385 4856

Email: [sam@unsw.edu.au](mailto:sam@unsw.edu.au)

### Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or

volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage:

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

## **Essential Information**

All SAM students must make a serious attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

## **Course Details**

### **Credit Points 6**

### **Summary of the Course**

This course will explore relevant theories and practices of integrated communications from an interdisciplinary perspective. Students will develop their understanding of the role of integrated communications in building brand equity in today's media environment. They will familiarise themselves with the process of integrated communications and, especially, its phases of brand contact audit, consumer research, strategy development, and campaign evaluation. They will also critically examine issues and unresolved dilemmas in integrated communications as well as new approaches, which might better answer the communication challenges of the new Millennium.

### **At the conclusion of the course the student will be able to:**

1. Interpret and apply key terms, concepts and strategies used in integrated communications.
2. Develop an effective brand contact audit to inform integrated communications planning.
3. Explain and analyse the role of integrated communications in building brand identity and brand relationship, and creating brand equity through brand synergy.
4. Critically evaluate integrated communication approaches in the broad interdisciplinary context.

### **Teaching Strategies**

This course combines conceptual theories and practical examples to assist students to develop their understanding of the role of integrated communications in managing brands in the contemporary communication landscape. It reflects the position that experiential, collaborative, practice-based, and reflective learning will help them to develop tradeable knowledge and strategic thinking to advance their career in a rapidly changing communications environment.

## Assessment

Assessment task	Length	Weight	Learning outcomes assessed	Due date	Submission
<b>1. Brand Contact Audit</b>	1500 words	30%	1, 2,	11:59pm, 26 August (Friday, Week 5)	Via Turnitin on Moodle.  See more details below.
<b>2. Tutorial Facilitation (group)</b>	20 minutes	20%	1, 3, 4	From Week 3	Presentation in tutorials;  Slides submission Via Turnitin on Moodle.  See more details below.
<b>3. Critical Analysis</b>	2000 words	50%	1, 3, 4	11:59pm 28 October (Friday Week 13)	Via Turnitin on Moodle.  See more details below.

### Assessment 1: Brand Contact Audit

#### Details:

In this assignment you are required to work on your own and prepare a brand contact audit report for one of the three brands below.

- A: Uber
- B: Netflix
- C: YouTube

The audit should identify, review and prioritise brand contacts from the customer's point of view. For each point of contact the audit needs to analyse customer expectation and experience, identify the brand message, importance of the contact point to brand judgment.

Some questions that may help you get started include:

- What are the contact points between the brand and its target consumers and which ones are you going to focus on in this report?
- Who are the target consumers? Which segment(s) are you focusing on in your audit?
- What are consumer expectations and actual experience at your chosen contact points?
- How consistent are the brand images and experiences at your chosen contact points?
- To what extent are brand identity and brand image consistent?
- What are the most important contact points that influence brand perceptions of the selected target consumers?
- Which contact points need to be reinforced or improved?

You are required to draw on both primary research and secondary data to support your report. Data sources can include media coverage, industry report, policy documents, comments and discussions on social media, interviews, and focus groups. You need to provide details of your research design, cite secondary resources that you draw upon, and provide evidence-based analysis (Original evidence can be provided in the attachment, and does not count towards the word count).

Your audit report should communicate your results professionally and succinctly. This task requires a different writing style to the usual academic essay, namely a professional report. This means you can use bullet points, and sub-headings. Try to avoid writing in the first person (I, me, my etc). Be clear, direct and concise and fully reference any cited secondary sources etc. and provide a reference list at the end of your report.

The audit report can serve as a basis for you to work further in Assessment 3 for the brand of your choice to critique their communications initiatives and offer your recommendations to build a positive brand perception.

### **Submission:**

File format: word document

File name: MDIA3009\_A1\_Surname\_student number.doc

### **Assessment Criteria:**

- (1) Demonstrated understanding of relevant conceptual knowledge;
- (2) Quality of research;
- (3) Depth of analysis;
- (4) Writing style (e.g. structure, clarity, grammar, referencing (Harvard style))

### **Marking Rubrics:**

Available on Moodle

## **2. Tutorial Facilitation**

### **Details:**

From week 3 to week 12 a pair of students will perform tutorial facilitation in the beginning of the tutorials. This task lasts 20 minutes, including roughly a 10-minute presentation and 10-minute interactive discussions/activities. You need to analyse and lead class discussions around key concepts, models or theories relevant to the weekly topic. Please use weekly readings as a point of departure rather than use all the time available to simply summarise them. The group is required to draw upon at least 5 academic references (which can include prescribed readings) and employ relevant resources (e.g. industry cases, exercises/activities including at least 2 questions) to elicit discussions. Following the discussion, the group is required to sum up the main outcomes. Apart from oral presentation in class, you will need to submit your slides via Turnitin 48 hours prior to the day of your presentation.

### **Submission:**

File format: PDF (Please convert your PPT into PDF.)

File name: MDIA3009\_A2\_Surname\_Week No.doc

Please note both group members need to submit the slides, and please make sure you put names and student numbers of both group members on the first slide.

Reference list (Harvard style) needs to be supplied on the last slide.

Both group members need to submit your slides 48 hours prior to the day of your presentation.

### **Assessment Criteria:**

- (1) Demonstrated understanding of conceptual knowledge and the ability to identify key ideas;
- (2) Demonstrated ability to identify relevant academic references and other resources (e.g. industry cases, exercises, activities) and put them to productive use;
- (3) Demonstrated ability to engage and respond to the audience;
- (4) Demonstrated teamwork skills and professional communication skills.

### **Marking Rubrics:**

Available on Moodle

## **3. Critical Analysis**

### **Details:**

This assessment requires you to individually develop a critique of an integrated communication campaign of a brand. You can work on the brand you chose in Assessment 1 or start anew and work on another brand of your own choice (you can go beyond the list of three in task one). The first option gives you an opportunity to draw on your insights from your brand contact audit in the critical analysis. This option is worth considering especially when you have done well in Assessment 1. The feedback you received for Assessment 1 may also give you a deeper

understanding of the current status of the chosen brand, which will be useful in developing a critique of its communication programs. If you choose to work on a different brand, make sure you select one that offer strong scope for analysis. The questions you need to consider include:

- What is the communication situation faced by the brand?
- Who are the target publics of the brand? What are the consumer insights that drive brand communication?
- Which communication disciplines and which associated strategies and tactics have been employed?
- What role does each communication discipline play in the campaign?
- To what extent are these communication efforts integrated?
- Are brand contact points appropriately prioritised? Are the contact points that have the most influence over the target audience's perception of the brand prioritised in the brand's integrated communications programs?
- To what extent does the campaign address any negative brand perception or inconsistencies between brand identity and brand image?
- To what extent is the campaign effective in achieving the brand's purposes? And which factors make them effective?
- What recommendations and advice would you give this brand to help them achieve better integration and greater impact on target audience?

**Submission:**

via Turnitin on Moodle

File format: word document

File name: MDIA3009\_A3\_Surname\_student number.doc

Referencing style: Harvard

**Assessment criteria:**

- (1) Demonstrated ability to apply relevant concepts, theories, tools, and models to the critique
- (2) Effective research to guide evidence-based critique;
- (3) Strength of critical analysis and appropriateness of recommendations;
- (4) Writing style (e.g. structure, clarity, grammar, referencing (Harvard Style))

**Marking Rubrics:**

Available on Moodle



## **Submission of Assessment Tasks**

Students are expected to put their names and student numbers on every page of their assignments.

### **Turnitin Submission**

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on [externalteltsupport@unsw.edu.au](mailto:externalteltsupport@unsw.edu.au). Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends(365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

### **Late Assessment Penalties**

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

## Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- \* Prevent you from completing a course requirement,
- \* Keep you from attending an assessable activity,
- \* Stop you submitting assessable work for a course,
- \* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

## **Academic Honesty and Plagiarism**

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

**Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

**Inappropriate paraphrasing:** changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

**Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

**Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

**Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices;

Paraphrasing, summarising, essay writing and time management

Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

## Course schedule

Date	Lecture	Tutorial	Readings
Week One 25 Jul – 29 Jul	<b>Introduction</b> of integrated communications; Stages of development; Guiding principles. Overview of the promotional mix	Assessment overview Group formation for Assessment 2 Meaning of integration	Available on Moodle
Week Two 1 Aug - 5 Aug	<b>Brand building via integrated communications</b> Brand and brand building; Measuring the brand; Brand building via integrated communications.	Brand networks mapping Assessment 1 discussion: Brand contact audit (why and how)	Available on Moodle
Week Three 8 Aug – 12 Aug	<b>Communication process and consumer empowerment</b> Elements of communication process; Basic models of communication; Models of response processes; Consumer empowerment.	<b>Assessment 3 starts.</b>  Participatory culture Typology of consumer power	Available on Moodle
Week Four 17 Aug – 21 Aug	<b>Starting with consumer behaviour</b> Consumer behavior; Consumer decision making process; Consumer learning process.	Consumer insight development; Customer-initiated communication.	Available on Moodle
Week Five 15 Aug – 19 Aug	<b>Planning for integrated communications</b> The role of planning; The role of target marketing, segmentation and positioning in IMC planning; IMC planning models; Account planning.	Market segmentation Market positioning strategies	Available on Moodle  <b>Assessment 1 due by 11:59pm, 26th August.</b>
Week Six 29 Aug - 2 Sept	<b>Integrated message strategy</b> Types, structures and consistency of messages; Creativity in IMC Creative process Client inspiration and evaluation	Identification of message types; Creation of message with certain structures; Creation of messages with different appeals; Identification of appeal and creative execution style.	Available on Moodle

Week Seven 5 Sept – 9 Sept	<b>Media contact strategy</b> Media contact strategy and choices Recap of media contact points; Media as media contact points; Media planning process; Media strategies formulation; Characteristics of media.	Tutorial facilitation task;  Message strategy	Available on Moodle
Week Eight 12 Sept – 16 Sept	<b>Transmedia storytelling</b> definition, principles, and cases	Transmedia storytelling definition, principles, and cases	Available on Moodle
Week Nine 19 Sept – 23 Sept	<b>Evaluation in integrated communications</b> Importance of evaluation; Measurement process; Testing for campaign development; Evaluating the effectiveness of IMC programs; New initiatives.	Evaluation design; Social media measurement; Brand metrics.	Available on Moodle
<b>Mid-semester break</b>			
Week Ten 4 Oct – 7 Oct	<b>Integrated communications in global context</b> Positioning in international context; Challenges in international product positioning; Typology of globally integrated communications; Motivations for coordination across disciplines and across countries; Factors impacting on globally integrated communications; Practical implications.	Positioning in the international context; Country-of-origin effects; The role of culture.	Available on Moodle
Week Eleven 10 Oct – 14 Oct	<b>Social, ethical and regulatory aspects of integrated communications</b>	Social, ethical and regulatory aspects of integrated communication	Available on Moodle
Week Twelve 17 Oct – 21 Oct	<b>Course overview</b>	Assessment 3 discussion forum	Available on Moodle
Week Thirteen 24 Oct - 28 Oct	N/A	N/A	<b>Assessment 3 due by 11:59pm, 28 October.</b>

## Resources

### Prescribed Resources

- Available on Moodle in weekly sessions

### Recommended Resources

- Books:
  - Belch, Belch, Kerr & Powell 2014 Advertising: An Integrated Marketing Communication Perspective, 3rd ed, McGraw Hill, Sydney
  - Keller, Kevin L. (2008). Strategic brand management (3rd ed.). Upper Saddle River, NJ: Prentice Hall.
  - Kapferer, Jean-Noël (1997). The new strategic brand management: Creating and sustaining brand equity long term (2nd ed.), London: Kogan Page.
  - Ouwersloot, H, Duncan, T. (2008). Integrated marketing communications (European Edition). New York: McGraw Hill.
- Journals:
  - Journal of Integrated Marketing Communications
  - Journal of Consumer Behaviour
  - Journal of Promotion Management
  - Communication Theory
  - Journal of Communication
  - Journal of Communication, Culture & Critique
  - Journal of Communication Management
  - Journal of Marketing Management
  - Journal of Marketing Communications
  - Public Relations Review
  - Journal of Advertising Research
- Websites:
  - <http://www.brandingstrategyinsider.com>

- <http://www.talentzoo.com/beneath-the-brand>
- <http://www.cmo.com.au>
- <http://www.pria.com.au>
- <http://spinsucks.com>
- <http://www.deirdrebreakenridge.com>
- <https://www.bulldogreporter.com>
- <http://adage.com>
- <http://www.adweek.com>

You are also encouraged to navigate the UNSW Library website for useful resources:  
<http://info.library.unsw.edu.au/web/services/services.html>

### **Course evaluation and development**

This course will undergo continual development, via feedback processes such as CATEI and collegial review. We therefore take your feedback very seriously. We will also collect informal feedback in the form of anonymous suggestions and comments throughout the course.