



SYLLABUS

MARKETING COMMUNICATIONS

PURPOSE

Marketing Communications is a subject with much depth, as it explores this one element of the marketing mix in great detail. Students should be able to apply their theoretical knowledge to the marketing communications that they are exposed to all the time, as all of us are bombarded with it every day of our lives.

OBJECTIVE

This course is aimed at giving the student a basic working knowledge of the role of Marketing Communications within the marketing process. Students should therefore know the fundamentals concepts, and be able to apply them.

RECOMMENDED TEXTBOOK

Promotional Strategy: Managing the Communication Process. 8th Edition. Engel, JF; Warshaw, MR; Kinnear, TC: Irwin 1994

Supplementary Reading:

The South African Advertising Book: Make the Other Half Work Too; Sinclair, RN; Barenblatt, M: Southern Book Publishers. 1993

WEIGHTING

All sections are equally important, and should be treated with the same degree of depth, except for the one section where it was otherwise indicated. This means that the weighting for each section, except where indicated, will be 25%.

SYLLABUS

SECTION 1

Introduction to Marketing Communications and Promotional Management

Promotion Defined: (Chapter 1)

Advertising; Personal selling; Reseller support; Publicity; Sales Promotion

SECTION 2

The role of Promotion in the Marketing Mix (Chapter 1)

Product

Price

Distribution

Students should know how the consumer of goods, services, and ideas is exposed to and actively utilises communication from all elements of the marketing mix. Discussion will centre on the power of attributes of the product itself to communicate, how the price can communicate very loudly to the consumer, how the type of channel chosen can send a distinct message.

SECTION 3

Market Segmentation and Competitive Positioning (Chapter 7)

The concept of segmentation.

Segmentation Variables:

Geographic; Region; Demographic; Psychographic; Behaviouristic

Differentiated markets

Undifferentiated markets

Competitive positioning:

Positioning by

Attributes

Price and quality

Use or application

Product user

Product class

Competitor

SECTION 4

Establishing Promotional Objectives (Chapter 8)

Background considerations such as market segmentation, overall marketing strategy, market share, and financial resources.

Research as an important element in establishing the role of promotion.

Considerations when stating promotional objectives:

The target market

The unique selling proposition

What is expected of the communication results?

What effect should promotion have on the sales results?

SECTION 5

The Promotional appropriation (budget) (Chapter 9)

Traditional methods:

Arbitrary allocation

Percentage of sales

Return on investment

All-you-can-afford

Competitive parity

Candidates should be able to assess these methods critically

The Objective-and-task Approach

Candidates should be able to assess this method critically and know the implementation process.

SECTION 6

Planning the Advertising Campaign (Chapter 4)

Students should know the elements of the advertising campaign, and be able to outline them.

(See p 81 for useful diagram)

SECTION 7

The Advertising Message (Chapter 10)

Creative Strategy

Students should be able describe the six elements of the creative strategy and apply to existing advertisements or create their own copy platform from advertisements or products. It is important the students are able to apply their knowledge.

Creative execution

Students should be able to evaluate advertisements from a critical perspective, and judge advertising not only from an esthetic point of view, but also from a marketer's perspective.

SECTION 8

Analysis of Media Resources (Chapter 11)

Students should know the advantages, disadvantages, characteristics, and uses of all the different media that are used to reach consumers.

Media to be studied:

Newspapers
Television
Radio

Magazines

Outdoors Advertising

Transit advertising

Electronic (Internet) Advertising (*Not in any textbook as yet. The lecturer should show Internet advertising to students who have never seen it. Sometimes such as newspapers, Internet magazines, etc should be used.*)

Students should also be aware of the cost factors when discussing the choice of media

SECTION 9

Media strategy (Chapter 12)

Students should be familiar with the following elements, which influence media strategy:

- ❖ Reaching the target audience
- ❖ Reach and frequency
- ❖ Competitive factors
- ❖ Cost
- ❖ Qualitative media characteristics
- ❖ Distribution requirements

Media Scheduling

- ❖ Geographical scheduling
- ❖ Seasonal scheduling
- ❖ Flighting
- ❖ Scheduling within a chosen medium

Students should understand media scheduling and be able to describe it by making use of suitable examples.

SECTION 10

Testing the Effectiveness of Advertising (Chapter 21)

It is important that students will understand and be able to describe the methods used to test the effectiveness of advertising. They should know how copy testing of advertisements is done, and when.

Students should also understand the use of test markets and studies done to test the effectiveness of advertising when tracking product movement.

Students should familiarise themselves with the following test types:

- ❖ Advertising related tests under laboratory conditions
- ❖ Advertising related tests measured in the real world
- ❖ Product related tests under laboratory conditions
- ❖ Products related tests in the real world

SECTION 11

Sales Promotion (Chapter 14)

Students should know the difference between push and pull techniques. They should also be able to describe them and know when to use them.

Push Techniques:

- ❖ Cooperative Advertising
- ❖ Promotional allowance
- ❖ Contests
- ❖ Incentive Programmes
- ❖ Management Assistance
- ❖ Slotting fees and allowances
- ❖ Point-of-purchase promotion
- ❖ Trade shows

Pull Techniques:

- ❖ Sampling
- ❖ Price incentives
- ❖ Contests
- ❖ Premiums (all types)
- ❖ Direct mail

SECTION 12

Personal selling be familiar with the following concepts:

Students should be familiar with the following concepts:

- ❖ The role of personal selling in the promotional strategy
- ❖ The role of the salesperson i.e. what does it mean to be a salesperson, interaction with buyers, selling situations
- ❖ The steps in the process of selling
- ❖ The management of the sale force

SECTION 13

Advertising Organisations:

Students should be familiar with the following:

- ❖ The Advertising Agency:
Flow chart of the Agency
The roles that various people fulfill in the agency

- The interaction between Agency and Client
- The Compensation Debate: commission Vs fees
- ❖ House Agencies
- ❖ Direct Marketing Agencies
- ❖ Media Buying Services
- ❖ Market Research Organisations
- ❖ Creative Boutiques

SECTION 14

Public Relations, Corporate Advertising, and Publicity (Chapter 18)

Internal Public Relations:

- ❖ The purpose
- ❖ The media

External Public Relations:

- ❖ The objectives
- ❖ The media
- ❖ Organisational Symbols
- ❖ Corporate Advertising
- ❖ Image Building
- ❖ Financial Relations Advertising
- ❖ Customer Relations

Publicity:

Case study: Perrier Water

SECTION 15 (in depth knowledge not necessary, multiple-choice questions only)

Economic, Social and Legal Constraints of Advertising

- ❖ Psychological and Sociological impact of Advertising
- ❖ Voluntary Control of the Industry

Source: The South African Advertising Book Chapter 15

Students should be familiar with the role and functions of the

- ❖ ASA
- ❖ NPU
- ❖ SABC

EXAMINATION

There will be six questions in the examination paper. Question 1 is a compulsory Multiple Choice question.

The student will be able to make a choice of three questions from Questions 2 to 6, with question 6 being a Multiple Choice question.

Every question counts 25% of the paper (i.e. 25marks.) This means that the weighting for each section will be 25% in the examinations.

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