Tutorial Letter 101/3/2018

Marketing communication

COM3701

Semesters 1 and 2

Department of Communication Science

This tutorial letter contains important information about your module.
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Dear Student

1 INTRODUCTION

We are delighted to welcome you to this third-level module in marketing communication (COM3701). We hope that you will find it both interesting and rewarding.

1.1 Tutorial matter

The following study material forms part of your study material package:

- Tutorial letter 101

Tutorial letter 101 contains essential information on administrative matters, assignment details such as due dates and the assignment questions, and information on the prescribed sources for this module. It is essential that you read Tutorial letter 101 and Tutorial letter CMNALLE/301 carefully before attempting to complete your assignments.

- Tutorial letter 301 (CMNALLE/301)

Tutorial letter CMNALLE/301 contains important guidelines and information on your studies. The tutorial letter also contains information on technical presentation and referencing techniques.

- Tutorial letter 501:

This tutorial letter will help you study the module by guiding you through the prescribed textbook. It includes various activities aimed at teaching you practical skills and should be studied together with your prescribed textbook.

- Follow-up tutorial letters:

You will also receive follow-up tutorial letters during the semester.

- An inventory letter.

When you register, you will receive an inventory letter with information on your tutorial matter. See the brochure entitled Study @ Unisa, which you have received with your tutorial matter.

Some of this tutorial matter may not be available when you register. Tutorial matter that is not available when you register will be posted to you as soon as possible.
2 PURPOSE AND OUTCOMES

2.1 Purpose

The topic of COM3701 is marketing communication, which is closely related to a number of other modules that are presented at second-year and third-year levels. Marketing communication is closely related to a number of the applied areas of your communication studies such as public relations, advertising, organisational communication and integrated organisational communication.

In COM3701 we study the relationship between marketing communication and marketing, and we explore the elements of the marketing communication mix (promotional mix), integrated marketing communication (IMC) and online communication processes, including online marketing and IMC campaigns.

2.2 Outcomes

When you have achieved the learning outcomes for this module, you will be able to demonstrate your

- understanding of the theoretical principles of marketing communication, and the relationship between communication and the broad field of marketing
- understanding of the course contents, and your ability to apply your knowledge of marketing and communication principles to different contexts of organisational operation
- knowledge of online marketing processes and their integration with traditional marketing processes in organisational communication

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

You may contact your lecturers by writing a letter, or by telephoning or e-mailing them about academic matters concerning this module. You should always have your student number at hand when you contact a lecturer.

Lecturers’ contact details are as follows:

Mr Somkgele Mnguni
Module Coordinator
Tel 012 429 3143
E-mail mngunbs1@unisa.ac.za

Ms Ghazala B Essop
Tel 012 429 6755
E-mail essopgb@unisa.ac.za
3.2 Department

All queries that are not of an administrative nature should be directed to your module coordinator. Letters should be directed to the following person:

The Module Coordinator (COM3701)
Department of Communication Science
PO Box 392
UNISA 0003

For queries about administrative matters, kindly contact either the postgraduate course leader or the departmental secretary. Their details are as follows:

Ms A Vermeulen  
Undergraduate course leader  
Tel: 012 429 6016  
E-mail: vermea@unisa.ac.za

Ms MN Malefo  
Departmental secretary  
Tel: 012 429 6565  
E-mail: malefmn@unisa.ac.za

3.3 University

If you need to contact the university about matters not related to the content of this module, please consult the brochure entitled Study @ Unisa, which you received with your study material. This brochure contains information on how to contact the university (for instance, to whom you can write for different queries, important telephone and fax numbers, addresses and details of the times certain facilities are open).

Always have your student number at hand when you contact the university.

The contact details are as follows:

SMS 32695
Fax number (RSA only) 012 429 4150
Fax number (international) +27 12 429 4150
E-mail study-info@unisa.ac.za

Postal address

University of South Africa
PO Box 392
UNISA 0003

Physical address

University of South Africa
Preller Street
Muckleneuk
Pretoria
City of Tshwane
4 RESOURCES

4.1 Prescribed books

The Department of Communication Science commits itself to promoting the highest standard of professional ethical norms and values when prescribing textbooks authored and/or co-authored by staff members.

Norms and values

Transparency
We strive to create a spirit of openness and trust.

To this end, we will

- communicate openly to our students whenever textbooks authored by members of the department are prescribed
- publish the peer review reports on such textbooks on our departmental website
- accept constructive criticism from students and other stakeholders
- explain and take appropriate action regarding significant risks that may affect students’ perception of the department and/or our module offerings in relation to prescribed books

Peer reviews
We submit our prescribed textbooks to a process of peer review by colleagues, other than ourselves, who are experts in a specific field of study.

To this end, we will

- ensure that prescribed textbooks authored by members of staff have gone through a rigorous process of peer reviewing to ascertain their suitability for the module and the levels for which they are prescribed

Honesty
We aim to be forthright in our dealings with students.

To this end, we will

- prescribe books of value that offer what we claim in our communications

Responsibility
We accept any consequences of our decisions.

To this end, we will

- strive to serve the needs of students and our respective fields of research
- avoid coercion from the marketplace, that is, reject manipulations and sales tactics that might impact negatively on trust
The prescribed book for this module is authored by Unisa employees and is prescribed in accordance with the Unisa prescribed book policy and the ethical code of conduct of the Department of Communication Science.

This module is based on one prescribed book, one Tutorial letter 501, this tutorial letter (Tutorial letter 101) and tutorial letters that you will receive during the course of the semester. You will need to study all of the above for the examination.

The prescribed book is:


**NOTE:**

This book is also prescribed for the following modules:

- COM2601
- COM2062
- COM3708

As the university libraries do not provide prescribed books, you need to buy or order the prescribed book from your nearest official bookshop immediately. **You cannot pass the module without the prescribed book.** Please consult the list of official booksellers and their addresses in the brochure *Study @ Unisa*.

### 4.2 Recommended books

There are no recommended textbooks for COM3701.

### 4.3 Electronic reserves (e-reserves)

There are no e-reserves for this module

### 4.4 Library services and resources information

For brief information, go to [www.unisa.ac.za/brochures/studies](http://www.unisa.ac.za/brochures/studies).

For detailed information, go to [http://www.unisa.ac.za/library](http://www.unisa.ac.za/library). For research support and services of personal librarians, click on Research support.
The library has compiled a number of library guides:

- Finding recommended reading in the print collection and e-reserves – http://libguides.unisa.ac.za/request/undergrad
- Requesting material – http://libguides.unisa.ac.za/request/request
- Postgraduate information services – http://libguides.unisa.ac.za/request/postgrad
- Finding, obtaining and using library resources and tools to assist in doing research – http://libguides.unisa.ac.za/Research_Skills
- How to contact the library/Finding us on social media/Frequently asked questions – http://libguides.unisa.ac.za/ask

The librarian responsible for the information needs of the Department of Communication Science, and thus of COM3701, is Mr Dawie Malan.

He can be contacted in any of the following ways:

E-mail: malandj@unisa.ac.za
Telephone: +27 12 429 3212

5 STUDENT SUPPORT SERVICES

For information on the various student support systems and services available at Unisa (e.g. student counselling, tutorial classes or language support), please consult the publication Study @ Unisa that you have received with your study material.

- myUnisa

You are invited to register for the student online platform, myUnisa. myUnisa has been developed to improve communication between lecturers and students. You can use myUnisa to access administrative information such as biographical details, academic and assignment records, examination results and dates, and financial records. Academic information comprises courseware, subject-related academic guidance, discussion groups, a list of recommended books, announcements by the lecturer, frequently asked questions (FAQs) and answers, and much more.

To go to the myUnisa website, start at the main Unisa website at http://www.unisa.ac.za, and then click on the Login to myUnisa link on the right-hand side of the screen. This should take you to the myUnisa website. You can also go there directly by typing in http://my.unisa.ac.za.

To register for myUnisa, click on Join myUnisa on the left navigation panel found at https://my.unisa.ac.za/portal/.

- Contact Unisa via e-mail

Each student receives a myLife student e-mail address upon registration. You can access this e-mail address by visiting the link http://mylife.unisa.ac.za. It is important to check your myLife inbox regularly, as this is one of the primary tools used for communication between Unisa and its students. You can also choose the option to have your myLife e-mail forwarded to another e-mail address of your choice.
• **Tutorial support**

Unisa offers online tutorials (e-tutoring) to students registered for modules at NQF levels 5, 6 and 7, this means qualifying first-year, second-year and third-year modules. Please log on to myUnisa to find out if any of the modules that you have registered for fall in this category.

Once you have been registered for a qualifying module, you will be allocated to a group of students with whom you will be interacting during the tuition period, as well as to an e-tutor who will be your tutorial facilitator. Thereafter you will receive an SMS informing you about your group, the name of your e-tutor and instructions on how to log on to myUnisa in order to receive further information on the e-tutoring process.

Online tutorials are conducted by qualified e-tutors who are appointed by Unisa and are offered free of charge. All you need to be able to participate in e-tutoring is a computer with internet connection. If you live close to a Unisa regional centre or a telecentre contracted with Unisa, please feel free to visit any of these to access the internet. E-tutoring takes place on myUnisa, where you are expected to connect with other students in your allocated group. It is the role of the e-tutor to guide you through your study material during this interaction process. To gain the most from online tutoring, you need to participate in the online discussions that the e-tutor will facilitate.

There are modules which some students repeatedly fail. These modules are allocated face-to-face tutors and tutorials for these modules take place at the Unisa regional centres. These tutorials are also offered free of charge, however, it is important that you register at your nearest Unisa regional centre to secure admission to these classes.

• **Free computer and internet services**

Unisa has entered into partnerships with establishments (referred to as Telecentres) in various locations across South Africa to give Unisa students free access to computers and the internet. This access enables you to conduct the following study-related activities: registration; online submission of assignments; engaging in e-tutoring activities and signature courses; etc. Please note that students are expected to carry the costs of any other activities, such as printing and photocopying. For more information on the telecentre nearest to you, please visit www.unisa.ac.za/telecentres.

• **Plagiarism**

Plagiarism is the act of taking words, ideas and thoughts of others and presenting them as your own. It is a form of theft involving a number of dishonest academic activities. The *Disciplinary code for students* (2004) is given to all students at registration. You are advised to study the Code, especially chapter 3, clauses 1.12 and 1.13 (*Disciplinary code for students* 2004:5). Please read the university’s policy on copyright infringement and plagiarism.

If you rewrite large portions from the prescribed book for your written assignments without acknowledging the author and publication, it constitutes plagiarism. Please refrain from rewriting other texts. **You are supposed to interpret the information and make it your own, but also to acknowledge the author(s) throughout your discussion, as you are not the expert.** Refer to Tutorial letter CMNALLE/301 for the correct reference techniques.
Comments and feedback on assignments

You will receive the correct answers to multiple-choice and essay-type assignment questions in a tutorial letter that will be sent to you. For written assignments, markers will comment constructively on your work. As soon as you have received the comments, please check your answers. The assignments and the comments on these assignments constitute an important part of your learning and should help you be better prepared for the next assignment and the examination.

6 STUDY PLAN

You need to approach this module as follows:

• Read this tutorial letter (Tutorial letter 101 for COM3701) from beginning to end. This tutorial letter is very important, as it contains guidelines on the entire content of the module, and informs you about your assignments and what you need to do to pass the examination. Keep this tutorial letter in a safe place. You need to refer to it throughout the semester.

• Read the introduction to Tutorial letter 501. It gives an overview of the module, structures the contents and explains the module learning outcomes.

• Draw up your own study programme for a semester period of 15 weeks. Please consider the examination date and allow yourself sufficient time to revise for the examination.

• Start your studies at study unit 1 in Tutorial letter 501. Do all the activities in each study unit, as they will not only better prepare you for the examination, but also teach you various skills to apply in a hypothetical real-life work situation.

VERY IMPORTANT:

It is not necessary to study all the chapters in your prescribed book.

You need to study only chapters 5, 6, 10 and 13.

• Make sure that you read Tutorial letter CMNALLE/301, which deals with the requirements for the technical presentation of assignments. Also see section 5 on plagiarism above. Study @ Unisa contains information on general time management and planning skills.

• You need to use the second edition (2013) of the prescribed book in order to pass this module.

7 PRACTICAL WORK AND WORK-INTEGRATED LEARNING

These are not applicable to this module.
8 ASSESSMENT

8.1 Assessment criteria

The assessment criteria for this module contains an Assignment 01 consisting of two essay-type questions and an Assignment 02 consisting of multiple-choice questions.

8.2 Assessment plan

Assignments are regarded as part of the learning material for this module. As you do the assignments, study the reading texts, consult other resources, discuss the work with fellow students or tutors, or do research, you are actively engaged in learning. Reading and reviewing the assessment criteria for each assignment will provide you with a clear indication of what is required.

Although students may work together when preparing assignments, each student must write and submit his or her own individual assignment. In other words, you must submit your own ideas in your own words, sometimes interspersing relevant short quotations that are referenced properly. It is unacceptable for students to submit identical assignments simply because they have worked together. That is copying (a form of plagiarism) and none of these assignments will be marked. Furthermore, you may be penalised or subjected to disciplinary proceedings by the university.

8.3 Assignment numbers

Both Assignment 01 and Assignment 02 are compulsory.

Assignment 01 contains two essay-type questions. Answer ONLY ONE of these two questions. A maximum of 10% of the marks allocated for Assignment 01 will count towards your final mark.

You have to submit Assignment 01 in order to gain admission to the examination. If this assignment is not submitted by the due date, you will NOT qualify to sit for the examination.

Assignment 02 contains multiple-choice questions. Answer ALL the questions in Assignment 02. A maximum of 10% of the marks allocated for Assignment 02 will count towards your final mark.

8.3.1 Unique assignment numbers

<table>
<thead>
<tr>
<th>SEMESTER 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 01</td>
<td>690956</td>
</tr>
<tr>
<td>Assignment 02</td>
<td>868097</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SEMESTER 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 01</td>
<td>829964</td>
</tr>
<tr>
<td>Assignment 02</td>
<td>806157</td>
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</tbody>
</table>
8.4 Assignment due dates

The closing dates for the submission of the assignments are as follows:

<table>
<thead>
<tr>
<th>Semester 1</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 01</td>
<td>14 March 2018</td>
</tr>
<tr>
<td>Assignment 02</td>
<td>19 April 2018</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 01</td>
<td>22 August 2018</td>
</tr>
<tr>
<td>Assignment 02</td>
<td>27 September 2018</td>
</tr>
</tbody>
</table>

8.5 Submission of assignments

You may submit written assignments either by post or electronically via myUnisa.

Assignments may NOT be submitted by fax or e-mail.

For detailed information on and requirements for assignments, see the brochure *Study @ Unisa* that you have received with your study material.

To submit an assignment via myUnisa:

- Go to myUnisa.
- Log in using your student number and password.
- Select the module from the orange bar.
- Click on *Assignments* in the menu on the left.
- Click on the number of the assignment you want to submit.
- Follow the instructions on the screen.
8.6 The assignments

SEMESTER 1

ASSIGNMENT 01

UNIQUE ASSIGNMENT NUMBER: 690956

DUE DATE: 14 MARCH 2018

Answer only ONE of the two questions.

You will receive feedback on both questions.

DO NOT SUBMIT THE ANSWERS TO BOTH QUESTIONS.

QUESTION 1

CuppaJoe is a ground coffee supplier and manufacturer that has a reputation for ethically sourcing coffee from sustainable farms.

You are the marketing manager of CuppaJoe and you are expected to launch a marketing campaign for a new range of ground coffees to the local market.

Refer to the above scenario and answer the following questions:

1.1. In your own words, explain what marketing management is. (5)

1.2. Describe how you would develop a marketing plan for CuppaJoe’s new ground coffee range. (15)

Technical presentation (5)

Total [25]

GUIDELINES FOR ANSWERING QUESTION 1

You have to work through study unit 1 of Tutorial letter 501 and chapter 5 of the prescribed book before you attempt to answer question 1.

Make sure that your assignment complies with the requirements for the technical presentation of assignments as stipulated by the department. If your assignment does not meet these requirements, you will be penalised with a maximum of five marks. Students who do not refer to sources in the text of their assignments will automatically receive zero marks for technical presentation. Study Tutorial letter CMNALLE/301 in this regard. Also see the section on plagiarism.
Technical presentation marks will be awarded using the following criteria:

**TECHNICAL PRESENTATION**

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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Personal declaration of own work; assignment is correctly structured.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>All sources are referenced in the text.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>A list of sources consulted is attached.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Correct referencing techniques are used.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>5</td>
<td>Grammar, typing errors, terminology and spelling.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tbody>
</table>

25 ÷ 5 = 5

**OR**

**QUESTION 2**

Read the following scenario and answer the questions that follow:

Muddy Feet is an adventure sport company and has recently added skydiving to the list of offered activities. Muddy Feet seeks to plan and implement an integrated communication campaign to promote this new activity.

2.1 Define the term “communication campaign” by referring to the five primary elements of a communication campaign.  

(5)

2.2 Identify and discuss FIVE key elements of phase 1 (the assessment phase) that Muddy Feet needs to address in their communication campaign.  

(10)

2.3 You have been asked to advise Muddy Feet on the media selection for their campaign. Discuss which type(s) of media you think will be most effective in terms of reach, frequency and impact. Give examples.  

(5)

Technical presentation  

(5)

**Total**  

[25]

**GUIDELINES FOR ANSWERING QUESTION 2**

You have to work through study unit 4 of Tutorial letter 501 and chapter 13 of the prescribed book before you attempt to answer question 2.

Make sure that your assignment complies with the requirements for the technical presentation of assignments as stipulated by the department. If your assignment does not meet these requirements, you will be penalised with a maximum of five marks. Students who do not refer to sources in the text of their assignments will automatically receive zero marks for technical presentation. Study Tutorial letter CMNALLE/301 in this regard. Also see the section on plagiarism.
Technical presentation marks will be awarded using the following criteria:

<table>
<thead>
<tr>
<th>TECHNICAL PRESENTATION</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Personal declaration of own work; assignment is correctly structured.</td>
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<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>2 All sources are referenced in the text.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3 A list of sources consulted is attached.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>4 Correct referencing techniques are used.</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>5 Grammar, typing errors, terminology and spelling.</td>
<td>0</td>
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<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

A maximum of 10% of the marks allocated for this assignment will count towards your final mark.

You will gain admission to the examination when you submit this assignment.

ASSIGNMENT 02

UNIQUE ASSIGNMENT NUMBER: 868097
DUE DATE: 19 APRIL 2018

Please write the unique assignment number on the mark-reading sheet that you have received as part of your study material upon registration. If you upload this assignment to myUnisa, please type in the unique assignment number in the space provided.

Q1 Which of the following is an element of an organisational environment?

(1) Training programmes
(2) Service sales
(3) Creative selling
(4) Supportive communications

Q2 Which of the following statements best describes integrated marketing communication (IMC) in the 21st century?

IMC … .

(1) needs organisations to have a more strategic integration of communication tools
(2) is sales promotion, product publicity, events, sponsorship and direct marketing
(3) is seen as a relationship-building domain with personalised and integrated customised organisational messages
(4) is characterised by a humanistic perspective in a market where strategies and tactics are need
Q3  As a way of increasing its competitive advantage, Cool-breeze, an industrial air conditioning organisation, has decided to allow experts in air conditioning industry to provide views and comments about its products. Cool-breeze hopes these views and comments will help improve the functionality and quality of its products.

Which is the best social media marketing communication tool that Cool-breeze can use to get viewpoints and professional reflections on its products from industry experts?

(1)  Product blogs  
(2)  Blog pressrooms  
(3)  Review blogs  
(4)  Podcasts

Q4  The interactive model of communication campaigns has four phases. In their chronological order the phases are … .

(1)  create, implement, assess and evaluate  
(2)  evaluate, assess, create and implement  
(3)  assess, create, implement and evaluate  
(4)  implement, create, assess and evaluate

Q5  The South African Nation Blood Service (SANBS) is carrying out an integrated communication campaign with a slogan “Do not let life get into the way of life”. The campaign seeks to encourage people to donate blood.

In the SANBS’s integrated communication campaign, a(n) .......... message approach was used.

(1)  emotional  
(2)  creative  
(3)  functional  
(4)  rational

Q6  Doggity Dogfood uses a push mechanism to market its products online.

Which of the following tools is NOT used by Doggity Dogfood?

(1)  Banners  
(2)  Online coupons  
(3)  Screensavers  
(4)  Webcasts
Q7 While walking in a shopping centre, you receive an e-mail message informing you that the Spur is offering a special discount on breakfast for the next two weeks. This is an example of ………. marketing.

(a) Direct  
(b) Mobile  
(c) Contextual  
(d) Personalised

Q8 Integrated marketing communication (IMC) advocates that marketers make a paradigm shift from promotion to target markets to communicating with target markets. Which of the following statements does NOT describe the paradigm shift advocated by an IMC approach?

Marketers must shift from … .

(1) advertising being a unidirectional set of activities to the advertising with a directional set of activities  
(2) a one-way flow of communication to a two-way flow of communication  
(3) the concept of integrated advertising and sales promotion activities towards a decentralised communication approach  
(4) marketing that discourages relationship to marketing that creates and enhances relationship

Q9 Sincerity as a principle of successful cause-related marketing means that the organisation must … .

(1) adhere to the highest ethical standards in all its CRM activities and relationship  
(2) ensure that all parties’ objectives are met  
(3) ensure that both sides share the risks and rewards  
(4) provide strength and depth to the relationship with a non-profit organisation or cause

Q10 Which option below is a disadvantage of online marketing?

(1) Target marketing  
(2) Speed  
(3) Exposure  
(4) Measurement problems
Q11 ......... is stage 3 in the IMC development process.

(1) Tactical co-ordination of marketing communication
(2) Financial and strategic integration
(3) Redefining the scope of marketing communication
(4) Application of IT

Q12 Which of the following is NOT included in the promotional mix?

(1) Personal selling
(2) Internet
(3) Profits
(4) Advertising

Q13 Scribble Stationery exclusively markets pens and pencils online. In their online marketing efforts, they pay particular attention to … .

(a) sales figures
(b) personal interaction
(c) interactivity
(d) promotion

(1) b c
(2) a c d
(3) b d
(4) b c d

Q14 Paris Grand, a fashion house known for its elegant and exclusive lines of clothing, mainly uses its website for marketing and is in the process of designing a new line of men’s suits. Paris Grand wants to use its website to compile a customer profile of its target audience for its new line.

Which ONE of the following online applications can Paris Grand use to build an accurate profile of their targeted potential customers?

(1) E-commerce
(2) E-mail marketing
(3) SMS marketing
(4) Online market research
Q15 Quench has just launched a soft drink targeted at teenagers. As part of its integrated marketing communication (IMC) strategy, Quench includes its web address in all its advertisements. Quench’s strategy is to persuade potential customers to visit its website for more information by including the web address in advertisements.

In the above scenario Quench uses a(n) ………. mechanism to attract potential customers to the brand’s website.

(1) inside-out
(2) push
(3) online
(4) pull

Q16 Which ONE of the following campaign phases would be appropriate for gathering background information relevant to the campaign?

(1) Assess
(2) Create
(3) Implement
(4) Evaluate

Q17 In the traditional marketing mix the ………. forms the basis of any business enterprise and strategy.

(1) price
(2) customer
(3) budget
(4) product

Q18 Which ONE of the following tools is not part of the promotional mix?

(1) Direct marketing
(2) Sales promotion
(3) Relationship marketing
(4) Advertising

Q19 Which ONE of the following can obstruct the use of integrated marketing communication (IMC)?

(1) Customer focus
(2) Centralisation
(3) Communication synergy
(4) Co-ordinated brand development
Q20  Cyber G4 is a cell phone manufacturer that focuses on offering well-designed and cost-effective cell phones. Most of its resources are channelled towards improving production and the needs of its customers are not considered in the design of their cell phones. The management of Cyber G4 believes that marketing is not necessary to convince people to buy their cell phones.

The above scenario refers to the .......... marketing perspective.

(1)  production-oriented
(2)  sales-oriented
(3)  cause-related
(4)  relationship

Q21  Which ONE of the following statements listed below is and INCORRECT explanation of why some theorists have expanded and/or adapted the traditional marketing mix (4Ps).

The traditional marketing mix ....

(1)  is considered not applicable to the service industry
(2)  is viewed as inadequate in ensuring full customer satisfaction
(3)  does not constitute a client-oriented marketing perspective
(4)  fails to incorporate the needs of customers

Q22  Afro Straight has a new hair product which they plan to introduce into the South African market. Marketing management of Afro Straight has been asked to develop a comprehensive marketing plan for the new hair product. The marketing team is busy collecting data about Afro Straight’s target audience, and evaluating Afro Straight and its competitors’ pricing policies and pricing trends. They are evaluating Afro Straight’s current position in the hair product industry and collecting data on customer profiles.

Afro Straight’s marketing team is therefore at the ........ step of the marketing plan.

(1)  marketing objectives
(2)  situational analysis
(3)  financial control and budgets
(4)  marketing opportunities

Q23  The sales manager for Cemi Cleaning Products uses creative selling to advise her customers on the advantages of using Cemi Cleaning Products. The sales manager provides them with technical information and uses demonstrations and visual aids to communicate complex information about the products.

Which element of the marketing communication mix is this sales manager utilising to sell these products?

(1)  Advertising
(2)  Direct marketing
(3)  Personal selling
(4)  Word-of-mouth advertising
Q24 Which of the following are direct marketing drivers?

(a) Market changes such as working women who are seeking time-saving purchasing methods.
(b) More effective traditional promotional tools such as advertising.
(c) More individualised customer information.
(d) Increased use of marketing databases.

(1) a b c
(2) a c d
(3) a c
(4) all of the above

Q25 Bestbrew Beer decided to provide Bafana Bafana with soccer gear for the 2010 Fifa World Cup. They had their logo printed on the soccer outfits and provided beer at all the World Cup Stadiums. As a result they received television coverage.

Which ONE of the marketing communication mix elements below did Bestbrew Beer use to promote their product?

(1) Television advertising
(2) Publicity
(3) Sponsorship
(4) Direct marketing

TOTAL: 25

To be converted to 100

A maximum of 10% of the marks allocated for this assignment will count towards your final mark.
Luyizos Mega Supermarket has been experiencing decreased sales across many of its supermarkets. After conducting extensive online market research, the decreasing sales have been attributed to a poor marketing communication strategy. You have been tasked with compiling a new marketing communication strategy for Luyizos Mega Supermarket.

1.1 Discuss the nature of online market research that Luyizos Mega Supermarket could have undertaken. (10)

1.2 Explain how you would use the push and pull mechanisms in the marketing communication activities of Luyizos Mega Supermarket to increase its sales. (10)

Technical presentation (5)

Total [25]

GUIDELINES FOR ANSWERING QUESTION 1

You have to work through study unit 3 of Tutorial letter 501 and chapter 10 of the prescribed book before you attempt to answer question 1.

Make sure that your assignment complies with the requirements for the technical presentation of assignments as stipulated by the department. If your assignment does not meet these requirements, you will be penalised with a maximum of five marks. Students who do not refer to sources in the text of their assignments will automatically receive zero marks for technical presentation. Study Tutorial letter CMNALLE/301 in this regard. Also see the section on plagiarism.
Technical presentation marks will be awarded using the following criteria:

**TECHNICAL PRESENTATION**

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**OR**

**QUESTION 2**

Uemura Finance is a South African retail banking company with operations in countries like Kenya, Uganda and Tanzania. To create synergy and consistency in its marketing messages in the different countries where it operates, Uemura Finance decides to adopt an integrated marketing communication (IMC) approach.

2.1 Define the nature of IMC. (5)

2.2 Discuss any SEVEN driving forces for growth of IMC. (7)

2.3 Discuss FOUR stages of IMC development which Uemura Finance has to go through to achieve full integration. (8)

Technical presentation (5)

**Total** [25]

**GUIDELINES FOR ANSWERING QUESTION 2**

You have to work through study unit 2 of Tutorial letter 501 and chapter 6 of the prescribed book before you attempt to answer question 2.

Make sure that your assignment complies with the requirements for the technical presentation of assignments as stipulated by the department. If your assignment does not meet these requirements, you will be penalised with a maximum of five marks. Students who do not refer to sources in the text of their assignments will automatically receive zero marks for technical presentation. Study Tutorial letter CMNALLE/301 in this regard. Also see the section on plagiarism.
Technical presentation marks will be awarded using the following criteria:

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A maximum of 10% of the marks allocated for this assignment will count towards your final mark.

You will gain admission to the examination when you submit this assignment.

**ASSIGNMENT 02**

**UNIQUE ASSIGNMENT NUMBER:** 806157

**DUE DATE:** 27 SEPTEMBER 2018

Please write the unique assignment number on the mark-reading sheet that you have received as part of your study material upon registration. If you upload this assignment to myUnisa, please type in the unique assignment number in the space provided.

Q1 As part of its online marketing strategy, Excom Travel Agency places a banner advertisement on various popular news sites where potential customers can view their latest travel deals. Customers will see the banner advertisement while browsing through these news sites and can then decide to click on it to be directly connected to the travel agency’s site.

This scenario refers to the differences between online and traditional marketing in terms of … .

(1) message development
(2) market segmentation
(3) integration
(4) response rate

Q2 Which ONE of the following is NOT a marketing perspective?

(1) Marketing concept
(2) Sales-orientated perspective
(3) Relationship marketing
(4) Product-orientated perspective
Q3 “Long-term relationships should be established and maintained” describes..........., which is the driving force of growth of IMC.

(1) increasing client erudition
(2) sustainability
(3) stakeholder centricity
(4) a power shift towards retailers

Q4 Two-way symmetrical communication and mutual understanding between an organisation and its publics best describe the … .

(1) co-orientation model of communication
(2) agenda-setting and propaganda theories
(3) excellence theory
(4) rhetorical, crisis-response and coherence models

Q5 Which ONE of the following is NOT a characteristic of online advertising?

(1) Equality
(2) Affordability
(3) Interactivity
(4) Sponsorship

Q6 In online publishing, advertisers … .

(1) can adapt information from their traditional media to suit the online environment
(2) use online encyclopedias to provide information to users
(3) use Wikipedia
(4) use videos to transfer information

Q7 Which ONE of the following statements is NOT an advantage of personal selling?

(1) Salespeople can build relationships with customers.
(2) Communication can be directed at qualified prospects to increase selling.
(3) Larger purchases can be facilitated.
(4) Visual aids can increase the possibility of a sale.
Q8 Anthex is an organisation in the pharmaceutical industry and it wants to promote a new drug on the market. During its integrated marketing communication campaign (using the interactive model of communication campaigns), Anthex considers the time frame of the campaign and which media to use, makes sure that it is still within the constraints of the budget and tracks the behaviour of professionals in the medical field in reaction to the campaign.

The above scenario refers to the ........ phase of the interactive model of communication campaigns.

(1) assessment
(2) creation
(3) implementation
(4) evaluation

Q9 In an interactive communication campaign, the communication planner must identify media that will be most beneficial to the client.

Which ONE of the following does NOT refer to the media triangle?

(1) Reach
(2) Frequency
(3) Impact
(4) Integration

Q10 Sports Pro is a leading sports equipment manufacturer. It is implementing an integrated communication campaign to raise awareness about its new range of sneakers among 50% of university students in South Africa. Given its large budget, Sports Pro intends to continue with its campaign throughout the year.

Which elements of the communication campaign definition are present in the Sports Pro campaign?

(a) Purposive
(b) Measurable
(c) Specific outcomes
(d) Given time period

(1) a
(2) b c
(3) a c d
(4) a d b
Q11 During the Industrial Revolution of the 1900s, the management of organisations focused on the mass production of a few products by machines in factories, and the needs of consumers were seldom taken into account.

The above scenario refers to the .......... perspective, which reflects the development of marketing.

(1) sales-orientated  
(2) marketing-orientated  
(3) cause-related marketing  
(4) production-orientated

Q12 Choose the correct option below.

A campaign topic .... .

(1) establishes the preference of the communication campaign  
(2) should be aligned with fundamental objectives of a crisis  
(3) reflects the most important reason for the planned communication  
(4) accommodates the communicator's perceptions of the product or service

Q13 Takealot.com has initially started as an online bookstore portal, but for the past number of years it has also embarked on selling different kinds of products such as jewellery, electronics, appliances, flowers, toys, hampers, magazine subscriptions and post box renewals, to name but a few. Online customers can now also sell unwanted books, music and DVDs online by visiting the marketplace section on the Takealot website.

What kind of cybermall does Takealot.com present?

(1) Vertical  
(2) Horizontal  
(3) Downward  
(4) Upward

Q14 G4 Telecoms launched an integrated communication campaign to introduce its new range of smartphones. G4 Telecoms has defined its target audience's characteristics using personality and lifestyle factors for the integrated communication campaign.

The above scenario shows that G4 Telecoms used a(n) .......... description to define its audience's characteristics for the integrated communication campaign.

(1) demographic  
(2) sociographic  
(3) psychographic  
(4) economic
Q15  Marketing .......... is a continuous process of planning, organising, leading and controlling marketing activities, and is used by many organisations to identify opportunities and threats in the marketing environment.

(1) leadership  
(2) public relations  
(3) management  
(4) communication

Q16  Do Light is a transport organisation which intends to promote a new bus service to its customers. As part of the multifaceted social media approach, Do Light has designed a programme that targets and engages individuals in need of transport services for special events, as well as tourists planning a trip to different cities. As part of this programme, Do Light has developed a blog, a Facebook fan page, three Twitter accounts and an unbranded LinkedIn group. Each one of these social media platforms serves a unique purpose to reach and interact with a targeted, but active, audience.

The above scenario refers to the .......... phase of the interactive model of communication campaigns.

(1) assessment  
(2) creation  
(3) media  
(4) evaluation

Q17  The major strength of the internet as a commercial medium is .......... 

(1) its ability to personalise its offer to meet the needs of the customer  
(2) its ability to market to the masses  
(3) the fact that organisations can now follow a systems approach  
(4) that uniformity of commercial messages can be achieved

Q18  Which ONE of the following is a benefit of integrating online marketing with traditional marketing?

(1) Customer participation  
(2) Internal integration  
(3) Customer loyalty  
(4) Synergy

Q19  .......... is a technique that employs social media and social influencers to achieve the marketing needs of a business.

(1) Marketing communication  
(2) Social media marketing  
(3) Promotion  
(4) Word of mouth
Q20 The Kalahari Voyager, a South African ferry organisation, has recently launched a new product namely a service ferry line between Cape Town and Robben Island. Kalahari Voyager has been using the traditional four Ps of the marketing mix, namely product, price, place and promotion.

To enhance the services offered by Kalahari Voyager, which of the following three Ps of the marketing mix would you add to the Kalahari Voyager service?

(a) Processes  
(b) Physical evidence  
(c) Public relations  
(d) Participants  
(e) Placements

(1) a d b  
(2) a b c  
(3) b d e  
(4) a c d

Q21 The sales manager for Cemi Cleaning Products uses creative selling to advise her customers on the advantages of using Cemi Cleaning Products. The sales manager provides them with technical information and uses demonstrations and visual aids to communicate complex information about the products.

Which element of the marketing communication mix is this sales manager utilising to sell these products?

(1) Advertising  
(2) Direct marketing  
(3) Personal selling  
(4) Word-of-mouth advertising

Q22 Different techniques for environmental analysis can be applied to assess how the organisation relates to what happens and how it develops strategies to accommodate internal and external conditions, changes, resources and so forth in order to ensure sustainability.

Which method is usually used to analyse financial strength, competitive advantage, environmental stability and industry strength?

(1) SWOT analysis  
(2) Grand strategy matrix  
(3) Strategic position and action evaluation  
(4) Financial strength and environmental stability matrix
Q23 After you have purchased a product online, you regularly check the status of your purchase, for instance, if the payment was received by the seller and when the parcel will be dispatched to you.

To which type of online direct marketing does this scenario refer?

(1) E-commerce
(2) Sales promotion
(3) Post-sales communications
(4) Product-specific information

Q24 Which ONE of the following concepts is NOT an element of the definition of marketing according to Angelopulo and Barker (2013)?

(1) A set of institutions
(2) The exchange activity
(3) Integrated function
(4) Communication

Q25 Which ONE of the following is NOT generally an objective of online marketing?

(1) Brand development
(2) Integration
(3) Income generation
(4) Customer service support

TOTAL: 25

To be converted to 100

A maximum of 10% of the marks allocated for this assignment will count towards your final mark.

8.7 Other assessment methods

There are no other assessment methods for this module.

8.8 The examination

• Examination admission

Admission to the examination is NOT automatic.

You have to submit Assignment 01 in order to gain admission to the examination. If Assignment 01 is not submitted by the due date, you will NOT qualify to sit for the examination.

• Examination structure

The examination paper consists of three questions. Answer any TWO of these three questions. Each examination question counts 35 marks. The grand total is 70 marks, which will be converted to a percentage.
• Examination periods

The Department of Communication Science offers all undergraduate modules in Communication Science as *semester* modules.

You may register for this module in December/January for the first semester and in June/July for the second semester.

You need to obtain a subminimum of 40% in the examination and a total of 50% is required to pass this module. That implies that if you do not obtain at least 40% in the examination, you will automatically fail the module. Your year mark will be added to your examination mark automatically at the end of the year and the final mark will be converted to a percentage.

This module is offered in a semester period of approximately 15 weeks. This means that if you are registered for the first semester, you will write the examination in May/June 2018 and the supplementary examination in October/November 2018. If you are registered for the second semester, you will write the examination in October/November 2018 and the supplementary examination in May/June 2019.

• Previous examination papers

Previous examination papers for the module are available on myUnisa. We advise you not to focus on old examination papers only, as the contents of modules and therefore the examination paper change annually.

• Tutorial letter with information on the examination

To help you in your preparation for the examination, you will receive a separate tutorial letter that will explain the format of the examination paper, give you an outline of topics you may expect in the examination and set out clearly what material you have to study for the examination.

9 FREQUENTLY ASKED QUESTIONS

The *Study @ Unisa* brochure contains an A–Z guide of the most relevant study information.

10 SOURCES CONSULTED


11 IN CLOSING

We hope that you will enjoy learning more about marketing communication during the course of this year. Please do not hesitate to contact us should you need any assistance with any part of the syllabus.

Kind regards

THE COM3701 TEAM