

Integrated Marketing Communications

Module Code:	MAR5007-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Module Leader:	Vignesh Yoganathan

Additional Tutors:
Dr Kyoko Fukukawa

Pre-requisites:	Foundations of Marketing 2016-17
Co-requisites:	

Contact Hours

Type	Hours
Lectures	24
Tutorials	12
Directed Study	162

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To provide students with a comprehensive understanding of the key concepts and theories underpinning current practice in the creation and delivery of effective marketing communications strategies.

To provide students with practical application experience of the message design, selection and use of promotional tools and media within an integrated marketing communications campaign

Outline Syllabus

Overview of Integrated Marketing Communications.
The Communication Process.
Response Hierarchies,
Verbal and Visual Techniques of Persuasion-
Development of Creativity in Marketing, From Post-Modernism to New Technology.
Planning Integrated Marketing Communications- SOSTAC
Traditional & Digital Media Selection & Management.
Personal Selling.
Sales Promotion.
Word of Mouth via Social Media
Direct Marketing.
Public Relations and Sponsorship.
Branding and Design
Marketing Communications Industry.
Consumers as targets - awareness/culture.
Acceptable Practice, Regulations, Morals and Ethics.
Creative Innovation Strategy. ..
Discussion on Communication ethics, regulation & control.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 Describe and understand the importance of Integrated Marketing Communications within contemporary commercial and consumer markets.
- 2 2a Design and develop an Integrated Marketing Communications campaign, recognising the strengths and limitations of various integrated marketing communications approaches and tools.
2b Understand how creativity can influence consumer perceptions of organisations, goods and services; and learn how to apply creative techniques to the communication process.
- 3 3a Assess creative communications work;
3b Brief and manage creative work; and
3c Use your skills to apply creative thinking to problem solving and developing solutions within group working.

Learning, Teaching and Assessment Strategy

Lectures and assigned readings are used to disseminate materials exploring theory, concepts and techniques in Integrated Marketing Communications, and guest lecturers from industry will share their professional experience and knowledge. In tutorials you will work in groups, analyse campaigns and case studies preparing and presenting solutions to communication challenges. All Learning Outcomes are supported by lectures, tutorials and associated reading. LOs 1, 2, and 3 are summatively assessed by a group assignment based on designing and planning an integrated communications strategy. LO 3 is formatively assessed within tutorial activities. LOs 1 and 3 are summatively assessed by a time-constrained examination undertaken at the end of the module. Oral formative feedback is given during tutorials and written summative feedback of the group assignment is provided

after the assessment period. The module addresses ESD through content on ethics and CSR.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination	2 hours	50%	Yes
Summative	Coursework	Group assignment of up to 3000 words; SUPPLEMENTARY Individual assignment of up to 1000 words		50%	Yes

Legacy Code (if applicable)

MAN0707M

Reading List

To view Reading List, please go to [rebus:list](#).