

Marketing Communications (Distance Learning)

Module Code:	MAR7005-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Module Leader:	Dr Myfanwy Trueman

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Directed Study	100

Availability Periods

Occurrence	Location/Period
DLA	University of Bradford / Semester 2 (Feb - May)
DLB	University of Bradford / Semester 2 (Feb - May)
DLD	University of Bradford / Semester 2 (Feb - May)
DLC	University of Bradford / Semester 2 (Feb - May)

Module Aims

A comprehensive understanding of the role and range of communication methods open to companies, and the means of selecting them to achieve marketing objectives

Outline Syllabus

Overview of integrated marketing communications. Advertising theory and management. Personal selling and negotiation. Below the line promotion. Public relations. Branding and design.

Module Learning Outcomes

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

- 1 Demonstrate a comprehensive understanding of the theory and practice of integrated marketing communications in contemporary commercial and consumer markets;
- 2 Develop an integrated marketing communications strategy, recognising strengths and limitations of the various methods
- 3 Demonstrate improved analytical, creative, and IT skills

Learning, Teaching and Assessment Strategy

Distance learning.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Individual Assignment 2000 words		100%	Yes

Legacy Code (if applicable)

MAN4088M

Reading List

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