

Marketing Communications

Module Code:	MAR7008-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	12
Directed Study	74.5
Examinations DO NOT USE	1.5

Availability Periods

Occurrence	Location/Period
PDA	Kozminski University / Full Year (Sept - Aug)
IMA	The Institute of Integrated Learning in Management (IILM) / Full Year
BDA	University of Bradford / Full Year (Sept - Aug)
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To provide you with a good understanding of the key issues in marketing communications. To enhance your understanding of the key concepts and theories underpinning current practice in marketing communications. To enhance your understanding of the various communication methods open to companies, and the means of selecting and combining them to achieve marketing objectives.

Outline Syllabus

Overview of the Marketing Communications environment. Social and Technological drivers of change. Ethical issues. Regulations & controls. The benefits and challenges of achieving an Integrated approach to marketing communications. Communications theory. Advertising theory and Management. Media planning. Personal selling and negotiation. Sales promotion. Public relations. Sponsorship, Social Media, Branding and design.

Module Learning Outcomes

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

- 1
 - 1a. Demonstrate a critical awareness of the theory and practice of integrated marketing communications in contemporary commercial and consumer markets,
 - 1b. Critically evaluate the key communications challenges facing organizations, appraise the marketing communications planning options and be able to propose customer focused solutions.
 - 1c. Critically discuss the ethical issues related to marketing communications
- 2
 - 2a. Critically analyse the marketing communications strategies of an organization.
 - 2b. Develop an integrated marketing communications strategy, recognising strengths and limitations of the various communication tools and media.
- 3
 - 3a. Demonstrate effective collaborative teamworking skills.
 - 3b. Effectively communicate your ideas, analysis and arguments, through written reports and verbal presentations.
 - 3c. Demonstrate creative presentation skills.
 - 3d. Effectively research information from various sources to enhance decision making.

Learning, Teaching and Assessment Strategy

Lectures provide the information for you to build knowledge of marketing communications theory, current practice, and trends in the communications environment, and to enhance awareness of the marketing communications challenges within organizations. (learning outcomes 1a, 1b, 1c). Tutorials will provide you, working within groups, with the opportunity to develop your critical understanding of current communications theory and marketing practice through case study analysis (learning outcomes 1a, 1b,1c, 2a, 2b, 3a). Formative feedback given through tutorial group work will help you to develop collaborative and presentation skills (learning outcomes 3a, 3b, 3c).Directed study will encourage you to research data for your group assignment, practice the skills of marketing communications planning as you analyse performance of the business, and develop strategic solutions (learning outcomes 1a,1b,2a,2b, 3a, 3d)Your learning is assessed by the development of a group marketing communications plan for a company, presenting a written report and an audio visual presentation. (Learning outcomes 1a,1b,2a, 2b,,3a,3b); in addition, you will be assessed by an individual time constrained closed-book examination (1a,1b,2a,2b,3b).

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Referral	Examination - closed book	Supplementary assessment: Closed book examination (1.5 hours)	1.5 hours	50%	No
Summative	Examination - closed book	Closed book examination (1.5 hours)	1.5 hours	50%	Yes
Summative	Coursework	Group project (3000 words)	0 hours	50%	No
Referral	Coursework	Supplementary assessment: Individual assignment (1000 words)	0 hours	50%	No

Legacy Code (if applicable)

MAN4147M

Reading List

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