

Marketing Communications (Executive)

Module Code:	MAR7015-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	15
Tutorials	15
Directed Study	70

Availability Periods

Occurrence	Location/Period
DIC	Dubai Knowledge Village / Semester 2 (Feb - May)
DIA	Dubai Knowledge Village / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 3 (June - Oct)

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

To gain a firm understanding of the subject area and the key issues (as outlined in the syllabus) students will be required to access and engage with the designated textbook and study book and a variety of online resources (selected readings, video and audio resources). Students will also attend 4 live online tutorial sessions. These sessions allow the students to: a) reflect on their learning further applying key academic and practitioner based models and frameworks to contemporary commercial and consumer markets. This relates to module learning outcomes: 1, Students will, develop their ability to study as part of a group completing tasks in accordance with certain time restrictions and utilise contemporary learning technologies. This relates to module learning outcomes: 3 Formative assessment is provided by a module tutor.

The individual assignment allows for the consideration/analysis of marketing communication strategies. This relates to module learning outcomes: 1, 2 3

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](#).