

Module Details	
Module Title:	Integrated Marketing Communications
Module Code:	MAR5007-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 5
Pre-requisites:	Foundations of Marketing 2016-17
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	162

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

Learning Outcomes

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
Summative	Examination - closed book	Examination	2 hours	50%
Summative	Coursework	Group assignment of up to 3000 words; SUPPLEMENTARY Individual assignment of up to 1000 words		50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.