

Module Details	
Module Title:	Marketing Communications (Executive)
Module Code:	MAR7015-A
Academic Year:	2019-20
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	
Occurrence	Location / Period
DIA	Dubai Knowledge Village / 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.

Learning Outcomes	
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, 2, 3. 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
Summative	Coursework	Individual Assignment 2000 words		100%

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.