

Module Details	
Module Title	Marketing Communications (Distance Learning)
Module Code	MAR7005-A
Academic Year	2021/2
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	60
Lectures	7
Tutorials	9
Groupwork	10
Interactive Learning Objects	14

Availability	
Occurrence	Location / Period
DLA	University of Bradford / Semester 3

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	
Outcome Number	Description
01	Demonstrate a comprehensive understanding of the theory and practice of integrated marketing communications in contemporary commercial and consumer markets;
02	Develop an integrated marketing communications strategy, recognising strengths and limitations of the various methods
03	Demonstrate improved analytical, creative, and IT skills

Learning, Teaching and Assessment Strategy
This module is delivered by distance learning. 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 study resources. 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	Weighting
Summative	Coursework - Written	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.

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