

Module Details	
Module Title	Integrated Marketing Communications
Module Code	MAR5007-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	162

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2
ONA	College of Banking and Financial Studies, Oman / Semester 2

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 overview of communication Process. Responsible Planning Integrated Marketing Communications- SOSTAC.Communication Theory and Contemporary environment. Understanding Traditional & Digital Media.Responsible Advertising. Personal Selling. Sales Promotion.Social MediaDirect Marketing. Public Relations and Sponsorship. B2B Marketing.

Learning Outcomes	
Outcome Number	Description
01	Describe and understand the importance of Integrated Marketing Communications within contemporary commercial and markets.
02	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 customer perceptions of organisations, goods and services; and learn how to apply creative techniques to the communication process.
03	3a Assess creative communicationswork; 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
The delivery of the module will be on campus lectures, seminars and directed studies. The lectures, and tutorials are face-to-face delivered on-campus.. Knowledge is disseminated in lectures with tutorial support, in the form of case study, discussions and tutor-led interactive sessions to discuss the development of individual projects. Formative verbal feedback is provided in tutorial sessions. All Learning Outcomes are supported by lectures, seminars and associated reading. LOs 1, 2, and 3 are summatively assessed by 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 individual. Formative feedback is given during tutorials and written summative feedback of the assignment is provided after the assessment period. The module addresses ESD through content on ethics and CSR. This module has a pre-requisite of MAR4002-B.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual assignment 3000 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.

