

Module Details	
Module Title	Marketing Communications (Executive)
Module Code	MAR7015-A
Academic Year	2022/3
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Practical Classes or Workshops	24
Online Tutorials (Synchronous)	4
Groupwork	6
Interactive Learning Objects	6
Directed Study	60

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2
DIA	Dubai Knowledge Village / Semester 2
DIA	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
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 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 and feedback 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	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.