

Module Details	
Module Title	Marketing Communications in the Digital World
Module Code	MAR7508-B
Academic Year	2022/3
Credits	20
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
The module aims to provide a segregation between the traditional and interactive (digital) communication process to enhance an understanding of the key concepts underpinning marketing communications in a contemporary environment. Specifically, it seeks: to provide a good understanding of the key contemporary issues in marketing communications prevailing with the use of digital tools to communicate on the Internet, digital devices, smart devices and other technologies; to effectively analyse and appropriately suggest a suitable methods of communication method to achieve an organisation's marketing objectives; to provide an overview of the ethical issues prevailing in the contemporary marketing environment.

Outline Syllabus
Overview of the Marketing Communications in a contemporary environment. The module aims to provide a segregation between the traditional and interactive (digital) communication process. The planning of an Integrated Marketing Communications using various digital technologies and other interactive marketing communications tools. The benefits and challenges of each media communication tool such as advertising, public relations, sales promotion, sponsorship, direct marketing, personal selling, sales promotion, social media and other interactive marketing communications.

Learning Outcomes	
Outcome Number	Description
01	1a) Demonstrate a critical awareness of the theory and practice of integrated marketing communications in contemporary commercial and consumer markets. 1b) Critically evaluate the key communications challenges facing organizations, appraise the marketing communications planning options and be able to propose customer focused solutions. 1c) Critically discuss the ethical issues related to marketing communications.
02	2a) Critically analyse the marketing communications strategies of an organisation. 2b) Develop an integrated marketing communications strategy, recognising strengths and limitations of the various communication tools and media.
03	3a) Demonstrate effective collaborative team-working skills. 3b) Effectively communicate your ideas, analysis and arguments, through written reports and verbal presentations. 3c) Demonstrate creative presentation skills. 3d) Effectively research information from various sources to enhance decision making.

Learning, Teaching and Assessment Strategy
Face-to-face (on-campus) will lectures provide the information to build knowledge of marketing communications theory, current practice, and trends in the communications environment, and to enhance awareness of the marketing communications challenges within organisations. (learning outcomes 1a, 1b, 1c). Face-to-face (on-campus) Tutorials will provide you, working within groups, with the opportunity to develop your critical understanding of current communications theory and marketing practice through case study analysis (learning outcomes 1a, 1b, 1c, 2a, 2b, 3a). Directed study will encourage you to research data for your assignment, practice the skills of marketing communications planning as you analyse performance of the business, and develop strategic solutions (learning outcomes 1a, 1b, 2a, 2b, 3a, 3d). Your learning is assessed by the development of a marketing communications plan for a company. (Learning outcomes 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d). Supplementary assessment will be as original. Formative feedback given through tutorial work will help you to develop collaborative and presentation skills (learning outcomes 3a, 3b, 3c). The students will be provided feedback on the marketing plan during the tutorial sessions.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Individual Marketing Communication Plan (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.

