

Integrated Marketing Communications

Module Information

2022.01, Approved

Summary Information

Module Code	5004SSLN
Formal Module Title	Integrated Marketing Communications
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	20
Seminar	20

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	This module equips students with the skills and knowledge needed to manage integrated marketing communications and brand support activities, contextualised to events.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate the use of integrated marketing communications to promote goods, services or brands.
MLO2	2	Apply theoretical marketing communications concepts to a practical situation.

Module Content

Outline Syllabus	Communications theory; introduction to marketing communications & its relationship to marketing; Implications of consumer behaviour; Using the promotional mix including advertising and promotion and brochure design, Promotional objectives & positioning; Marketing communications strategy and management; Product & branding; The role of the media; Technology and communications; relationship marketing and e-commerce and internet marketing.
Module Overview	This module equips you with the skills and knowledge needed to manage integrated marketing communications and brand support activities, contextualised to events. This module looks in depth at the range of tools available to marketers to develop an effective marketing communication strategy. The assessment allows you to design a campaign for the successful launch of a new product or service of your choice and to critically evaluate the effectiveness of a case study campaign.
Additional Information	This module looks in depth at the range of tools available to marketers, to develop an effective marketing communication strategy. The assessment allows students to design a campaign for the successful launch of a new product or service of their choice and to critically evaluate the effectiveness of a case study campaign.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Practice	Event	50	0	MLO1, MLO2
Report	Report	50	0	MLO1, MLO2

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Adenike Adebayo	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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