

Liverpool John Moores University

Title: Integrated Marketing Communications for Tourism
Status: Definitive
Code: **5015SSLN** (122761)
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Thomas Fletcher	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	20
Seminar	20

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Group Event	50	
Report	AS2	Individual Report	50	

Aims

This module equips students with the skills and knowledge needed to manage integrated marketing communications and brand support activities.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the use of integrated marketing communications to promote goods, services or brands.
- 2 Apply theoretical marketing communications concepts to a practical situation.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Group Presentation	1	2
Report	1	2

Outline Syllabus

Communications theory; Introduction to marketing communications & its relationship to marketing; Implications of consumer behaviour; Using the promotional mix; Promotional objectives & positioning; Marketing communications strategy and management; Product & branding; The role of the media; Technology and communications; relationship marketing and e-commerce.

Learning Activities

Activities will be student centred and facilitate group and individual work. They will include lectures, seminars, tutorials, practical workshops and case study discussions, all contextualised to integrated marketing communications.

Notes

This module equips students with the skills and knowledge needed to manage integrated marketing communications and brand support activities.