

## Liverpool John Moores University

Title: MARKETING COMMUNICATIONS  
Status: Definitive  
Code: **5501CP** (103543)  
Version Start Date: 01-08-2013

Owning School/Faculty: Arts, Professional and Social Studies  
Teaching School/Faculty: Dublin Business School

| Team           | Leader |
|----------------|--------|
| Alistair Beere | Y      |

**Academic Level:** FHEQ5  
**Credit Value:** 24.00  
**Total Delivered Hours:** 77.00  
**Total Learning Hours:** 240  
**Private Study:** 163

### Delivery Options

Course typically offered: Standard Year Long

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 50.000        |
| Tutorial  | 25.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description  | Weighting (%) | Exam Duration |
|----------|-------------------|--|---------------|---------------|
| Essay    | AS1               | Group Integrated Marketing Communications (IMC) Plan | 25.0          |               |
| Exam     | AS3               | Examination  | 50.0          | 2.00          |
| Report   | AS2               | Individual Report based on IMC                       | 25.0          |               |

### Aims

*To provide learners with an understanding and appreciation of the role of integrated communications within marketing.*  
*To introduce learners to the fundamentals of planning marketing communication and promotional campaigns through various media tools.*  
*To introduce learners to the fundamentals of planning marketing communications*

*and promotional campaigns in a competitive environment.  
 To develop in learners an in depth knowledge of the marketing communication mix and how to utilise these tools in contemporary contexts.  
 To enable learners to apply the practical elements of campaign development for management and evaluation.  
 the creation and implementation of campaign plans.*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Identify the characteristics of mass and micro media alternatives.
- 2 Distinguish between the various marketing communications tools and decision making roles in a marketing context.
- 3 Plan promotional campaigns from a practical and theoretical perspective, addressing media and advertising strategies.
- 4 Utilise software that will enable learners to devise contemporary and appropriate advertisements.
- 5 Evaluate marketing communications campaigns.

## **Learning Outcomes of Assessments**

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

|                   |   |   |   |
|-------------------|---|---|---|
| GROUP PLAN        | 2 | 3 | 4 |
| EXAM              | 1 | 2 | 5 |
| INDIVIDUAL REPORT | 2 | 5 |   |

## **Outline Syllabus**

### *1. Corporate Image and Brand Management*

*Managing a corporation's image. Managing brands. Issues associated with developing and promoting brand names and logos. Importance of packaging.*

### *2. Buyer Behaviour*

*The consumer decision-making process. Information processing models. Trends in the consumer buying environment.*

### *3. The IMC Planning Process*

*IMC Planning. Target Market. Market segmentation. Positioning strategies. Communication objectives. Budget. IMC components.*

### *4. Advertising Design*

*Theoretical Frameworks and Types of Appeals. Message Strategies and Executional Frameworks.*

### *5. Traditional Media Channels*

*Nature of Media Strategy. Media Planning and buying-Media Choices, Business to business Media Selection. International Media Concerns.*

### *6. E-active Marketing*

*Web 1.0. Web 2.0. New ways of communicating. E-active marketing. e-Commerce*

and Interactive marketing. E-commerce programs. Interactive marketing methods. International challenges.

#### 7. Alternative Marketing

Alternative approaches. Buzz marketing. Guerrilla marketing. Alternative media. In-store marketing. Lifestyle marketing. Product placement. Branded entertainment. Brand communities

#### 8. Database and Direct Response Marketing and Personal Selling

Database marketing. Building a data warehouse. Database coding and analysis. Data mining. Database-driven marketing. Communication Program. Personal selling

#### 9. Sales Promotions-

The role of consumer and trade promotions. Consumer promotions. Individuals and businesses that use product-trade promotions. Directed to channel members. Possible erosion of brand equity. Brand differentiation.

#### 10. Public Relations and Sponsorship

Programs. Public relations. Public relations functions. Stakeholders. Assessing corporate reputation. Social responsibility. Damage control. Sponsorships. Event marketing.

#### 11. Regulations and Ethical Concerns

Legal environment. Regulations. Industry oversight. Ethics and advertising. Ethics and marketing. Responding to ethical challenges.

#### 2. Evaluating an Integrated Marketing Program

Evaluation of advertising. Accountability. Message evaluation techniques. Online evaluation metrics. Respondent behaviour evaluations. Long-term success.

## Learning Activities

Lectures and tutorials.

## References

|                        |  |
|------------------------|--|
| <b>Course Material</b> | Book   |
| <b>Author</b>          | Clow, K and Baack, D   |
| <b>Publishing Year</b> | 2013   |
| <b>Title</b>           | Integrated Advertising, Promotion and Marketing Communications |
| <b>Subtitle</b>        |  |
| <b>Edition</b>         | 6th  |
| <b>Publisher</b>       | Prentice Hall, London  |
| <b>ISBN</b>            |  |

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Course Material</b> | Book                                |
| <b>Author</b>          | Ouwersloot & Duncan                 |
| <b>Publishing Year</b> | 2008                                |
| <b>Title</b>           | Integrated Marketing Communications |
| <b>Subtitle</b>        | European Edition                    |
| <b>Edition</b>         |                                     |
| <b>Publisher</b>       | McGraw- Hill, London                |

|             |  |
|-------------|--|
| <b>ISBN</b> |  |
|-------------|--|

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | Hillesland                                    |
| <b>Publishing Year</b> | 2013  |
| <b>Title</b>           | Fundamentals of Retailing & Shopper Marketing |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         | 1st   |
| <b>Publisher</b>       | Pearson                                       |
| <b>ISBN</b>            |   |

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## Notes

This module will enable learners to examine advertising and promotions through the lens of integrated marketing communications. By blending and integrating advertising, promotions, and marketing communications together, learners will be equipped with the information they need to understand the process and benefits of successful IMC campaigns. Lectures will be the primary method of delivery, and will also include guest lectures from industry experts.