

## Liverpool John Moores University

Title: MARKETING COMMUNICATIONS  
Status: Definitive  
Code: **5503FTKMK** (106498)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial London

| Team               | Leader |
|--------------------|--------|
| Lynn Sudbury Riley | Y      |

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 26.00  
**Total Learning Hours:** 120  
**Private Study:** 94

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 13.000        |
| Tutorial  | 13.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description                            | Weighting (%) | Exam Duration |
|----------|-------------------|--|---------------|---------------|
| Report   | AS1               | Group presentation of promotional plan | 50.0          |               |
| Report   | AS2               | individual essay                       | 50.0          |               |

### Aims

*To demonstrate the principles and techniques involved in planning and implementing effective marketing communications strategies.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of the IMC tools, and the methods to employ these for optimum benefits.
- 2 Design a promotional plan.
- 3 Critically evaluate & apply marketing communications theory

### **Learning Outcomes of Assessments**

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

|    |   |   |
|----|---|---|
| CW | 1 | 2 |
| CW | 1 | 3 |

### **Outline Syllabus**

*Communications theory.*

*The implications of consumer behaviour for marketing communications.*

*Creativity in advertising: appeals & execution styles.*

*Sales promotion.*

*Direct Marketing.*

*PR.*

*Corporate image: Sponsorship, contents & strategies*

*Packaging & POP.*

### **Learning Activities**

Lectures, tutorials, video, case studies, group exercises, self-assessment questions.

Formative feedback will be provided to students via interactive tutorials and self-assessment exercises provided on Blackboard, from which understanding of the material can be gauged, and areas of weakness addressed.

The presentation will have a practical, decision-making focus. The essay will test the student's understanding of marketing communications theory and its application to practical situations.

### **References**

|                        |                                     |
|------------------------|-------------------------------------|
| <b>Course Material</b> | Book                                |
| <b>Author</b>          | Fill, C.                            |
| <b>Publishing Year</b> | 2002                                |
| <b>Title</b>           | Marketing Communications            |
| <b>Subtitle</b>        | Contexts, Strategies & Applications |
| <b>Edition</b>         |                                     |
| <b>Publisher</b>       | Prentice-Hall                       |

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

|                        |                                 |
|------------------------|---------------------------------|
| <b>Course Material</b> | Book                            |
| <b>Author</b>          | Duncan, T.                      |
| <b>Publishing Year</b> | 2005                            |
| <b>Title</b>           | Principles of Advertising & IMC |
| <b>Subtitle</b>        |                                 |
| <b>Edition</b>         |                                 |
| <b>Publisher</b>       | McGraw-Hill                     |
| <b>ISBN</b>            |                                 |

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|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | Belch and Belch   |
| <b>Publishing Year</b> | 2007  |
| <b>Title</b>           | Advertising & Promotion: An integrated marketing communications perspective |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         | 7th   |
| <b>Publisher</b>       | Irwin   |
| <b>ISBN</b>            |   |

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|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | Shimp   |
| <b>Publishing Year</b> | 2007  |
| <b>Title</b>           | Advertising, Promotion & Supplemental Aspects of Integrated Marketing |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         | 7th   |
| <b>Publisher</b>       | Dryden  |
| <b>ISBN</b>            |   |

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## Notes

A study of marketing communications in today's environment, with emphasis on the need for an integrated approach.