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Title: Integrated Marketing Communications  
Status: Definitive  
Code: **5504IACTEM** (126058)  
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Philip Higson	Y

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

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	20
Seminar	20

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual Report (2500 words)	60	
Presentation	AS2	Group Presentation (1500 words equivalent)	40	

### Aims

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

## 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:

Report	1	2
Group Presentation	1	2

## 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.*

## 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 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.