

Liverpool John Moores University

Title: MARKETING COMMUNICATIONS
Status: Definitive
Code: **5556BECTEF** (118902)
Version Start Date: 01-08-2016

Owning School/Faculty: Sports Studies, Leisure and Nutrition
Teaching School/Faculty: Beckett College London

Team	Leader
Drew Li	Y

Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 48
Total Learning Hours: 240 **Private Study:** 192

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Individual Report - 3000 words	50	
Portfolio	AS2	Marketing Communications Case Study Analysis	50	

Aims

This module equips students with the skills and knowledge needed to manage marketing communications and brand support activities within organisations. It provides them with an understanding of the concepts and practice of promotional activity.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the role of marketing communications within organisations
- 2 Develop marketing and media communication and brand support activities
- 3 Apply theoretical concepts to a practical situation.

Learning Outcomes of Assessments

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

Report	2	3
Portfolio	1	

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; B2B and B2C marketing.

Learning Activities

The module will be delivered through a series of lectures, seminars and guest speakers. The seminars will be inter-active and use a wide range of resources and mediums appropriate to the module.

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. Evidence from this module may contribute to WoW certification.