

## Liverpool John Moores University

Title: MARKETING COMMUNICATIONS  
Status: Definitive  
Code: **6006BUSMK** (108296)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Lynn Sudbury Riley	Y

**Academic Level:** FHEQ6  
**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
Presentation	AS1	Group presentation of promotional plan	50.0	
Essay	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:

Presentation	1	2
Essay	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>	
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<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>	

<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>	

<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.