

Integrated Marketing Communications

Module Information

2022.01, Approved

Summary Information

Module Code	6006LBSBW
Formal Module Title	Integrated Marketing Communications
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Seminar	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To analyse a range of strategic marketing communication theory and, from this, understand how to develop an integrated marketing communications plan.
------	---

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse appropriate integrated marketing communications theory.
MLO2	2	Critically appraise how channels can be effectively integrated in an omni-channel approach.
MLO3	3	Critically evaluate a variety of communications tools.
MLO4	4	Design and critically appraise a strategic integrated marketing communications plan.

Module Content

Outline Syllabus	MarComms theory.Positioning Strategy.Creative Communications.Advertisement Structure.EWOM.Direct Marketing.Public Relations.Sponsorship.Personal Selling.
Module Overview	
Additional Information	This module allows students to explore leading edge academic concepts and theory relating to integrated marketing communications and apply this theory to produce a practical advertising and integrated marketing communication campaign.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Presentation	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Natalie Taylor	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------