

Summary Information

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Ana Alvarez Perez	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
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Lecture	11
Online	11
Seminar	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
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.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Critically analyse appropriate integrated marketing communications theory.
MLO2	Critically appraise how channels can be effectively integrated in an omni-channel approach.
MLO3	Critically evaluate a variety of communications tools.
MLO4	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)	Learning Outcome Mapping
Presentation	Group presentation	100	0	MLO4, MLO3, MLO2, MLO1