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Title: Integrated Marketing Communications
Status: Definitive
Code: **6006LBSMK** (128991)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Natalie Taylor	Y

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	11
Online	11
Seminar	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group Presentation	100	

Aims

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

Learning Outcomes

After completing the module the student should be able to:

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

Learning Outcomes of Assessments

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

Group presentation	1	2	3	4
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Outline Syllabus

MarComms theory.
Positioning Strategy.
Creative Communications.
Advertisement Structure.
EWOM.
Direct Marketing.
Public Relations.
Sponsorship.
Personal Selling.

Learning Activities

Lectures, seminars and online tutorials.

Notes

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.