

Summary Information

Module Code	6021LBSBSC
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
Jimmy Haughey	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
Workshop	33

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To provide a comprehensive overview of global marketing issues and instil an appreciation of the international business and marketing environment.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Explain the principles of marketing communications.
MLO2	Evaluate the theory of marketing communications and how it works.
MLO3	Critically assess the role, purpose and components of the marketing communication mix.

Module Content

Outline Syllabus
<p>Introduction, Overview of content/themes, mission, learning objectives, seminars, Introducing Marketing Communications Development of IMC: Defining Integrated Marketing Communications, Features and Benefits of IMC and how marketing communications works Outcomes of Integrated Marketing Communications 1: – Image, Brand Identity, and Word of Mouth Part 2: IMC Planning Planning & Management of Integrated Marketing Communications: • Setting Objectives • Setting Budget • Media Decisions • Media Implementation: Planning & Negotiations Agency Operations Evaluating IMC – Message Evaluation Part 3: Execution of IMC Advertising Advertising message creation, appeals, and execution styles Direct Marketing & Database Management: Meaning & approaches, and strategies Publicity and Public Relations Sponsorship & Corporate image as part of the Communications Mix Sales Promotion as part of the Communications Mix Packaging as part of the Communications Mix</p>

Module Overview
This module provides you with a comprehensive overview of global marketing issues and instils an appreciation of the international business and marketing environment.

Additional Information

No Course Notes Were Provided.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Presentation	Group Presentation	50	0	MLO3, MLO2
Centralised Exam	Exam	50	2	MLO3, MLO2, MLO1