

## Liverpool John Moores University

Title: Advertising and Integrated Marketing Communications  
Status: Definitive  
Code: **6034BUSMK** (123166)  
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
Seminar	22
Workshop	11

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	In groups of 4, present a 20 minute presentation based on your ideas for an innovation advertising and integrated marketing communications campaign for a new product that is to be launched into an existing market. A further 5 mins will be given to answer questions at the end of the presentation.	40	
Report	Rept	Individually reflecting on your advertising & IMC presentation for this module identify one area of IMC that is currently evolving quickly, such as mobile	60	

Category	Short Description	Description	Weighting (%)	Exam Duration
		communications. Analyse how this area of communication has evolved and how it is likely to keep evolving in the future. Give recommendations on how organisations could use such communications in the own advertising and IMC campaigns. A 3000 word (+/-10%) individual report		

## Aims

*The aim of the module is to analyse a wide range of advertising and marketing communications from a theory and practice perspective that could be used to plan and implement an effective marketing communications campaign.*

## Learning Outcomes

After completing the module the student should be able to:

- 1 Critically analyse appropriate advertising and integrated marketing communications academic theory.
- 2 Critically evaluate a wide range of advertising and integrated marketing communications tools from a broad range of industries.
- 3 Design an effective advertising and integrated marketing communications campaign for a specific new product, service or experience launch.

## Learning Outcomes of Assessments

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

Group presentation	1	2	3
Individual report 3000 word	1	2	3

## Outline Syllabus

*This module is broad based and is focused on providing students with the skills and frameworks needed to produce an effective advertising and integrated marketing communications campaign. The module allows students to understand relevant academic concepts and models and how they relate to current industry practice.*

*Topics include:*

*Advertising*

*Public Relations*

*Sponsorship*

*Direct Mail*

*Personal Selling  
Promotion  
Packaging  
Social Media*

*A range of traditional and digital communication tools, both above and below the line, will be considered and the integrated nature of communications needed in the 21st century will be explored in detail.*

## **Learning Activities**

This module will consist of a weekly 1 hour lecture, 2 hour seminar and 1 hour workshop.

The lecture will be interactive with the main theoretical concepts present and applied to appropriate case studies.

The seminar will explore key areas of theory relating to advertising and integrated marketing communications in detail with case study activities used to apply theory presented in the lecture in practice. These sessions will be based on group work and students will work on their own specific campaign ideas.

The workshop will focus on key concepts identified in the lecture and the seminar in detail and allow students to practice their research, writing and presentation skills. Individual and group activities will be used to stimulate discussion and these sessions will be student led.

## **Notes**

This module allows students to explore leading edge academic concepts and theory relating to advertising and integrated marketing communications and apply this theory to produce a practical advertising and integrated marketing communication campaign. Additionally, the module assessment will expect students to synthesise both this and the knowledge and skills gained from the three modules delivered in semester 1\*, to give a group presentation based on the proposed launch of a new product, service or experience in an existing market place.

\* 6031BUSMK: Consumer Psychology in which students will gain a detailed understanding about how consumers make decisions when choosing products, services and experiences; 6032BUSMK: Digital Marketing in which students will gain a detailed understanding of how digital communications are being developed and influencing consumers and 6038BUSMK: Global Marketing in which students gain a detailed understanding of the influence of global trends on specific consumers and markets.