

Module Information

2022.01, Approved

Summary Information

Module Code	6034BUSMK
Formal Module Title	Advertising and 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
Seminar	22
Workshop	11

Module Offering(s)

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

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse appropriate advertising and integrated marketing communications academic theory.
MLO2	2	Critically evaluate a wide range of advertising and integrated marketing communications tools from a broad range of industries.
MLO3	3	Design an effective advertising and integrated marketing communications campaign for a specific new product, service or experience launch.

Module Content

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.
Module Overview	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.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Group presentation	40	0	MLO1, MLO2, MLO3
Reflection	Individual report 3000 word	60	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

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

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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