

Liverpool John Moores University

Title: MARKETING COMMUNICATIONS
Status: Definitive
Code: **6500MK** (107465)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Isle of Man International Business School

| Team | Leader |
|-----------|--------|
| Alex Watt | Y |

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 26.00
Total Learning Hours: 120
Private Study: 94

Delivery Options

Course typically offered: Runs Twice - S1 & S2

| Component | Contact Hours |
|-----------|---------------|
| Lecture | 13.000 |
| Tutorial | 13.000 |

Grading Basis: 40 %

Assessment Details

| Category | Short Description | Description | Weighting (%) | Exam Duration |
|--------------|-------------------|--|---------------|---------------|
| Essay | AS1 | Group presentation of promotional plan | 50.0 | |
| Presentation | AS2 | Individual essay | 50.0 | |

Aims

To demonstrate the principles and techniques involved in planning and implementing effective marketing communications strategies.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate an understanding of IMC tools, and the methods to employ these for optimum benefits.
- 2 Design a promotional plan.
- 3 Critically evaluate and apply marketing communications theory.

Learning Outcomes of Assessments

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

| | | |
|--------------|---|---|
| ESSAY | 1 | 2 |
| PRESENTATION | 1 | 3 |

Outline Syllabus

Communications theory.

The implications of consumer behaviour for marketing communications.

Creativity in advertising: appeals & execution styles.

Sales promotion.

Direct Marketing.

PR.

Corporate image: Sponsorship, contents & strategies

Packaging & POP.

Learning Activities

Lectures, tutorials, video, case studies, group exercises, guest speakers.

The presentation will have a practical, decision-making focus. The essay will test the student's understanding of marketing communications theory and its application to practical situations.

References

| | |
|------------------------|---|
| Course Material | Book |
| Author | Fill, C |
| Publishing Year | 2002 |
| Title | Marketing Communications: Contexts, Strategies & Applications |
| Subtitle | |
| Edition | |
| Publisher | Prentice-Hall |
| ISBN | |

| | |
|------------------------|------|
| Course Material | Book |
|------------------------|------|

| | |
|------------------------|---------------------------------|
| Author | Duncan, T |
| Publishing Year | 2005 |
| Title | Principles of Advertising & IMC |
| Subtitle | |
| Edition | |
| Publisher | McGraw-Hill |
| ISBN | |

| | |
|------------------------|---|
| Course Material | Book |
| Author | Belch and Belch |
| Publishing Year | 2007 |
| Title | Advertising & Promotion: An integrated marketing communications perspective |
| Subtitle | |
| Edition | |
| Publisher | 7th edition, Irwin |
| ISBN | |

| | |
|------------------------|---|
| Course Material | Book |
| Author | Shimp |
| Publishing Year | 2007 |
| Title | Advertising, Promotion & Supplemental Aspects of Integrated Marketing |
| Subtitle | |
| Edition | |
| Publisher | 7th edition, Dryden |
| ISBN | |

Notes

A study of marketing communications in today's environment, with emphasis on the need for an integrated approach.