

Liverpool John Moores University

Title: MARKETING COMMUNICATIONS
Status: Definitive
Code: **6503FTKMK** (118883)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Lynn Sudbury Riley	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: Semester 1

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Group presentation of promotional plan	50.0	
Report	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 the IMC tools, and the methods to employ these for optimum benefits.
- 2 Design a promotional plan.
- 3 Critically evaluate & apply marketing communications theory

Learning Outcomes of Assessments

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

CW	1	2
CW	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, self-assessment questions.

Formative feedback will be provided to students via interactive tutorials and self-assessment exercises provided on Blackboard, from which understanding of the material can be gauged, and areas of weakness addressed.

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
Subtitle	Contexts, Strategies & Applications
Edition	
Publisher	Prentice-Hall

ISBN	
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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	7th
Publisher	Irwin
ISBN	

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

Notes

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