

Liverpool John Moores University

Title: ADVERTISING & INTEGRATED MARKETING COMMUNICATIONS
Status: Definitive
Code: **6511HEPBS** (118872)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: HELP College

Team	Leader
Lynn Sudbury Riley	Y

Academic Level: FHEQ6 **Credit Value:** 24.00 **Total Delivered Hours:** 54.00
Total Learning Hours: 240 **Private Study:** 186

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26.000
Tutorial	26.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group presentation.	50.0	
Exam	Exam.		50.0	2.00

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:

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

Learning Outcomes of Assessments

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

Presentation	LO 1	LO 2
Examination	LO 3	

Outline Syllabus

Communications and advertising theory.
The implications of consumer behaviour for marketing communications.
Creativity in advertising: appeals & execution styles.
Copywriting.
Media selection.
Advertising Research.
Sales promotion.
Direct and Interactive Marketing.
PR.
On-line Advertising.
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 a major peer assessment exercise, as well as 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 examination 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	2006
Title	Marketing Communications
Subtitle	engagement, strategies and practice
Edition	4th edition
Publisher	Harlow: FT Prentice Hall
ISBN	

Course Material	Book
Author	Duncan, T
Publishing Year	2005
Title	Principles of Advertising & IMC
Subtitle	
Edition	International edition
Publisher	McGraw-Hill/Irwin
ISBN	

Course Material	Book
Author	Belch, G and Belch, M
Publishing Year	2008
Title	Advertising and Promotion
Subtitle	An Integrated Marketing Communications Perspective
Edition	8th edition
Publisher	McGraw-Hill/Irwin
ISBN	

Course Material	Book
Author	Shimp, T
Publishing Year	2002
Title	Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications
Subtitle	
Edition	6th edition
Publisher	South-Western College Pub
ISBN	

Course Material	Book
Author	Percy, L and Elliot, R
Publishing Year	2009
Title	Strategic Advertising Management
Subtitle	
Edition	3rd edition
Publisher	Oxford University Press
ISBN	

Notes

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