

Liverpool John Moores University

Title: ADVERTISING & INTEGRATED MARKETING COMMUNICATIONS
Status: Definitive
Code: **6512SERBS** (118208)
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Alistair Beere	Y
Hilary Bishop	

Academic Level: FHEQ6
Credit Value: 24
Total Delivered Hours: 77
Total Learning Hours: 240
Private Study: 163

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	27
Tutorial	49

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres.	Group presentation.	50	
Exam	Exam.		50	1

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 an advertising and promotional plan.
- 3 Critically evaluate & apply integrated marketing communications theory.

Learning Outcomes of Assessments

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

Presentation	1	2
Examination	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.

Notes

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

