

Liverpool John Moores University

Title: Integrated Marketing Communications
Status: Definitive
Code: **6721SERCBM** (128244)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: South Eastern Regional College

Team	Leader
Mathew Analogbei	Y
Jimmy Haughey	

Academic Level: FHEQ6 **Credit Value:** 20 **Total Delivered Hours:** 46
Total Learning Hours: 200 **Private Study:** 154

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Workshop	33

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Group Presentation	50	
Exam	Exam	Exam	50	2

Aims

To provide a comprehensive overview of global marketing issues and instil an appreciation of the international business and marketing environment.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the principles of marketing communications.
- 2 Evaluate the theory of marketing communications and how it works.
- 3 Critically assess the role, purpose and components of the marketing communication mix.

Learning Outcomes of Assessments

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

Group Presentation	2	3	
Exam	1	2	3

Outline Syllabus

Introduction, Overview of content/themes, mission, learning objectives, seminars, Introducing Marketing Communications

Development of IMC: Defining Integrated Marketing Communications, Features and Benefits of IMC and how marketing communications works

Outcomes of Integrated Marketing Communications 1: – Image, Brand Identity, and Word of Mouth

Part 2: IMC Planning

Planning & Management of Integrated Marketing Communications:

- *Setting Objectives*
- *Setting Budget*
- *Media Decisions*
- *Media Implementation: Planning & Negotiations*

Agency Operations

Evaluating IMC – Message Evaluation

Part 3: Execution of IMC

Advertising

Advertising message creation, appeals, and execution styles

Direct Marketing & Database Management: Meaning & approaches, and strategies

Publicity and Public Relations

Sponsorship & Corporate image as part of the Communications Mix

Sales Promotion as part of the Communications Mix

Packaging as part of the Communications Mix

Learning Activities

Lectures and workshops.

Notes

No Course Notes Were Provided.