

Integrated Marketing Communications

Module Information

2022.01, Approved

Summary Information

Module Code	6721SERCBM
Formal Module Title	Integrated Marketing Communications
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
South Eastern Regional College

Learning Methods

Learning Method Type	Hours
Lecture	11
Workshop	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To provide a comprehensive overview of global marketing issues and instil an appreciation of the international business and marketing environment.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explain the principles of marketing communications.
MLO2	2	Evaluate the theory of marketing communications and how it works.
MLO3	3	Critically assess the role, purpose and components of the marketing communication mix.

Module Content

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
Module Overview	
Additional Information	No Course Notes Were Provided.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Group Presentation	50	0	MLO2, MLO3
Exam	Exam	50	2	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Mathew Analogbei	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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