

Liverpool John Moores University

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Title: INTEGRATED MARKETING COMMUNICATIONS
Status: Definitive
Code: **7001BUSMK** (108301)
Version Start Date: 01-08-2013

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

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	1 group presentation of an IMC campaign.	50.0	
Essay	AS2	1 individual essay.	50.0	

Aims

To empower students with knowledge of IMC, its component parts, the need for integration, and the methods to employ these for optimum benefit.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply branding, positioning and communications theories and models to the IMC process.
- 2 Critically evaluate the major advertising creative strategies and execution styles and apply these to design an IMC campaign.
- 3 Examine the financial context within which organizations measure brand equity and set and evaluate promotional spend.
- 4 Design a media plan, using reach and frequency models for optimum coverage.
- 5 Critically evaluate and apply a range of IMC support tools, including sales promotions, direct and on-line media, Public Relations, corporate communications, sponsorship, packaging and point-of-purchase materials.
- 6 Demonstrate professional presentation skills.

Learning Outcomes of Assessments

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

Group presentation	1	2	4	5	6
Individual essay	1	2	3	5	

Outline Syllabus

Introduction to integrated marketing communications, its underlying principles, and its relationship to marketing.

The communications process and models.

Promotional and media planning.

Financial statements and budgeting techniques relating to branding and advertising/promotional spend.

Advertising creativity, appeals, execution strategies and theoretical perspectives.

Sales promotions.

Direct and on-line marketing, web design and advertising, and metrics to measure.

PR and publicity, corporate communications and sponsorship.

Packaging and point-of-purchase merchandising.

Learning Activities

Interactive lectures, workshops, case study analysis, presentations, videos and private study.

Formative assessment via presentation with peer review.

References

Course Material	Book
Author	Belch, G E and Belch, M A
Publishing Year	2007
Title	Introduction to Advertising and Promotion
Subtitle	An Integrated Marketing Communications Perspective

Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Fill, C
Publishing Year	2006
Title	Marketing Communications
Subtitle	Contexts, Strategies & Applications
Edition	
Publisher	Prentice-Hall
ISBN	

Course Material	Book
Author	Shimp, T A
Publishing Year	2007
Title	Advertising, Promotion & Supplemental Aspects of IMC
Subtitle	
Edition	
Publisher	Dryden
ISBN	

Course Material	Book
Author	Journal of Advertising
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Advertising Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	International Journal of Advertising
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	

ISBN	
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Course Material	Book
Author	Advances in Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Behaviour
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Psychology & Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module looks in depth-at the range of IMC tools and will equip students to design an IMC campaign to launch a new brand, and to critically analyse a range of theoretical perspectives relating to IMC.