

# Integrated Marketing Communications

## Module Information

2022.01, Approved

### Summary Information

Module Code	7220ECBM
Formal Module Title	Integrated Marketing Communications
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

### Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

### Partner Teaching Institution

Institution Name
European College of Business Management

### Learning Methods

Learning Method Type	Hours
Workshop	36

### Module Offering(s)

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

## Aims and Outcomes

Aims	To introduce students to the marketing communications process.To provide students with knowledge of IMC, its component parts, the need for integration and the methods these for optimum benefit.To introduce the creative process to students.To empower students to design all stages of a fully integrated marketing communications campaign.
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	apply marketing communications models to the IMC process in order to reduce noise.
MLO2	2	critically evaluate the major types of advertising appeals and execution styles and apply the creative process to the design of advertising strategy.
MLO3	3	introduce a media plan for optimum coverage and critically evaluate the role and effect of supporting tools in an IMC approach.
MLO4	4	design a direct marketing plan, including on and off-line media and explain the importance of developing a positive corporate image and long term(CRM) relationships with customers and other stakeholders.
MLO5	5	demonstrate professional presentation skills
MLO6	6	critically analyse leading edge theory pertaining to marketing communications.

## Module Content

Outline Syllabus	Introduction to integrated marketing communications and its relationship to marketing.The communications process, noise reduction mechanisms and marketing communications models.Media themes: choice reach frequency and scheduling.Financial resources: models of appropriation and issues pertaining to brand valuation.Creativity in advertising.Advertising appeals and execution strategies.Web-based advertising techniques.sales promotion.Direct Marketing/data base marketing.PR and publicity.Corporate image building.Packaging and the point-of- purchase.
Module Overview	
Additional Information	The module looks in-depth at the range of marketing communications tools and the crucial need for integration. The module will be delivered over 2 weekends. In the first input session, formative assessment is included and the students will be briefed on the group presentation that will take place on the second week end. Students will be equipped to design an IMC campaign for the successful launch of a new product ( or a product re-launch) of their choice. The presentation (50%) will test the students' ability to apply relevant marketing communications theories to the design and execution of the practical campaign and the student's presentation skills. The written coursework will test the student's ability to critically analyse leading edge theory in the field of marketing communications. The briefing will take place in the second weekend.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	20 min group presentation	50	0	MLO3, MLO4, MLO5
Report	2,500 word individual	50	0	MLO1, MLO2, MLO6

## Module Contacts