

## Liverpool John Moores University

Title: INTEGRATED MARKETING COMMUNICATIONS  
Status: Definitive  
Code: **7500FTKMK** (106501)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Kaplan Financial London

Team	Leader
Lynn Sudbury Riley	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
Lecture	12.000
Seminar	12.000
Workshop	12.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	20 minute group presentation	50.0	
Report	AS2	3000 word individual essay	50.0	

### 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 to employ 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.*

## Learning Outcomes

After completing the module the student should be able to:

- LO1 apply marketing communications models to the IMC process in order to reduce noise
- LO10 demonstrate professional presentation skills
- LO11 critically analyse leading edge theory pertaining to marketing communications
- LO2 critically evaluate the major types of advertising appeals and execution styles and apply the creative process to the design of an advertising strategy
- LO3 design a media plan, using models of reach and frequency, for optimum coverage
- LO4 examine the financial context within which organisations undertake promotional campaigns, including setting and evaluating advertising and promotional spend
- LO5 critically evaluate the use of sales promotions as both strategic and tactical marketing tools
- LO6 design a direct marketing plan, including both on and off line media
- LO7 evaluate the major Public Relations tools, including publicity, corporate advertising, sponsorship and cause related marketing
- LO8 explain the importance of developing a positive corporate image and long-term relationships (CRM) with customers and other stakeholders in today's competitive environment, through the use of marketing communications
- LO9 demonstrate the use of packaging and point-of-purchase materials as communication tools

## Learning Outcomes of Assessments

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

report	LO	LO	LO	LO	LO	LO	LO	LO	LO	LO	LO
	1	2	3	4	5	6	7	8	9	10	
report	LO	LO	LO	LO	LO	LO	LO				
	1	2	5	7	8	9	11				

## 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/database marketing*

*PR and publicity*

*Corporate image building*

## Learning Activities

Interactive seminar/case study analysis/videos/private study.

Formative Assessment: Peer assessed mock presentation with feedback from the group to the student presenting. Individual sheets (from the remaining students) are then distributed to the student presenting for their review.

## References

<b>Course Material</b>	Book
<b>Author</b>	Belch, G.E. & Belh, M.A.
<b>Publishing Year</b>	2004
<b>Title</b>	Introduction to Advertising and Promotion
<b>Subtitle</b>	An Integrated Marketing Communications Perspective
<b>Edition</b>	6th European
<b>Publisher</b>	McGraw Hill
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Fill, C.
<b>Publishing Year</b>	2002
<b>Title</b>	Marketing Communications
<b>Subtitle</b>	Contexts, Strategies and Applications
<b>Edition</b>	3rd
<b>Publisher</b>	Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Shimp, T.A.
<b>Publishing Year</b>	2003
<b>Title</b>	Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications
<b>Subtitle</b>	
<b>Edition</b>	6th
<b>Publisher</b>	Dryden Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal of Marketing
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	

<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal of Advertising
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal of Marketing Research
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	European Journal of Marketing
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Harvard Business Review
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Marketing
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	

<b>ISBN</b>	
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<b>Course Material</b>	Book
<b>Author</b>	Marketing Week
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	The Grocer
<b>Publishing Year</b>	0
<b>Title</b>	
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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## Notes

The module looks in depth at the range of marketing communications tools and the crucial need for integration, equipping students to design an IMC campaign for the successful launch of a new product of their choice. The presentation will test the student's ability to apply relevant marketing communications theory to the design and execution of a practical campaign, and the student's presentation skills. The written coursework will test the student's ability to critically analyse leading edge theory in this area.