

Liverpool John Moores University

Title: INTERGRATED MARKETING COMMUNICATIONS
Status: Definitive
Code: **7500KFBMK** (107574)
Version Start Date: 01-08-2011

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

Team	Leader
Alastair Balchin	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
Presentation	AS1	20 minute group presentation	50.0	
Essay	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:

- 1 apply marketing communications models to the IMC process in order to reduce noise
- 10 demonstrate professional presentation skills
- 11 critically analyse leading edge theory pertaining to marketing communications
- 2 critically evaluate the major types of advertising appeals and execution styles and apply the creative process to the design of an advertising strategy
- 3 design a media plan, using models of reach and frequency, for optimum coverage
- 4 examine the financial context within which organisations undertake promotional campaigns, including setting and evaluating advertising and promotional spend
- 5 critically evaluate the use of sales promotions as both strategic and tactical marketing tools
- 6 design a direct marketing plan, including both on and off line media
- 7 evaluate the major Public Relations tools, including publicity, corporate advertising, sponsorship and cause related marketing
- 8 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
- 9 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:

Presentation	1	2	3	4	5	6	7	8	9	10
Essay	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

Packaging and the Point-of-Purchase

Learning Activities

Interactive seminar/lecture/ workshops/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

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

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

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

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

Publisher	
ISBN	

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

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

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

Course Material	Book
Author	Harvard Business Review
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

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

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

Course Material	Book
Author	The Grocer
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

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 eye theory in this area.