Liverpool John Moores University

Title: INTEGRATED MARKETING COMMUNICATIONS
Status: Definitive
Code: **7500KFGMK**   (116557)
Version Start Date: 01-08-2011

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

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	Individual essay (3,000 words)	100.0	

Aims

To introduce students to the marketing communications process and provide them with knowledge of IMC, its component parts, the need for integration, and the methods to employ these for optimum benefit. Also, to introduce the creative process to students and to empower them 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.
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   Critically evaluate the use of sales promotions as both strategic and tactical marketing tools.
4   Evaluate the major Public Relations tools, including publicity, corporate advertising, sponsorship and cause related marketing and explain the importance of developing a positive corporate image.
5   Demonstrate the use of packaging and point-of-purchase materials as communication tools.
6   Demonstrate professional presentation skills.

Learning Outcomes of Assessments

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

Presentation	1	2	3	4	5	6
Essay	1	2	3	4	5	

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 :An Integrated Marketing Communications Perspective
Subtitle	
Edition	
Publisher	6th European McGraw Hill
ISBN	

Course Material	Book
Author	Fill, C
Publishing Year	2002
Title	Marketing Communications :Contexts, Strategies and Applications
Subtitle	
Edition	
Publisher	3rd 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	
Publisher	6th Dryden Press
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 edge theory in this area.