

## Liverpool John Moores University

Title: INTEGRATED MARKETING COMMUNICATIONS  
Status: Definitive  
Code: **7500KFMMK** (116581)  
Version Start Date: 01-08-2011

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

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

<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 :An Integrated Marketing Communications Perspective
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	6th European 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 :Contexts, Strategies and Applications
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	3rd edition, 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>	
<b>Publisher</b>	6th edition, Dryden Press
<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.