

## Liverpool John Moores University

Title: INTEGRATED MARKETING COMMUNICATION  
Status: Definitive  
Code: **7504MK** (103659)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Dublin Business School

Team	Leader
Alistair Beere	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
Seminar	36.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	3000 words - Individual written report	50.0	
Report	AS2	30 minutes Group presentation	50.0	

### Aims

*To develop students' knowledge on the marketing communications process.*  
*To develop in students' original thinking and appreciation of how marketing communications is transmitted across a wide range of media.*  
*To provide students with the skills and tools required to develop creative solutions.*  
*To engender knowledge on advertising methodologies used to analyse advertising within changing cultural contexts.*  
*To introduce to students to lateral thinking and idea generation.*  
*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 creative solutions to the IMC process.
- 2 Critically evaluate all of the marketing communication tools from traditional, like advertising and sales promotions, to the cutting edge, such as ambient and digital.
- 3 Apply visual and verbal communication to develop fresh, creative solutions to complex problems.
- 4 Use consumer behaviour theory to develop creative and effective solutions for the client.
- 5 Design a media plan using models of reach and frequency, for optimum coverage.
- 6 Critically evaluate the use of sales promotions as both strategic and tactical marketing tools.
- 7 Demonstrate professional presentation skills.

## **Learning Outcomes of Assessments**

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

Report	1	2	3	4	5	6	7
Report	1	2	3	4	5	6	7

## **Outline Syllabus**

*Introduction to marketing communications*  
*The Promotional Plan*  
*The Implications of Consumer Behaviour Theory for Marketing Communications*  
*Advertising Management & Creativity*  
*Media Planning, Objectives and Strategy*  
*Sales Promotion*  
*Personal Selling & Interactive Marketing*  
*Corporate Image Building & Sponsorship*  
*Public Relations*  
*Packaging & POP*

## **Learning Activities**

Lectures and workshops.

## **References**

<b>Course Material</b>	Book
------------------------	------

<b>Author</b>	Belch, G.E. and Belch, M.A.
<b>Publishing Year</b>	2008
<b>Title</b>	Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	8th edition, European McGraw Hill
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Fill, C.
<b>Publishing Year</b>	2007
<b>Title</b>	Marketing Communications: Contexts, Strategies and Applications
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	4th edition, Prentice Hall
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Shimp, T.A.
<b>Publishing Year</b>	2006
<b>Title</b>	Advertising, Promotion and Supplemental Aspects of Integrated Marketing Communications
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	7th edition, Dryden Press
<b>ISBN</b>	

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

## **Notes**

Lectures and workshops.