



CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Principles of Marketing Communications Strategy				
Module Code	UMKC8L-15-M	Level	M	Version	3.1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	MSc Marketing; MSc Marketing Communications				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	none		Co-requisites	none	
Excluded Combinations	none		Module Entry requirements		
Valid From	September 2008 (<i>revised September 2013</i>)		Valid to		

CAP Approval Date	7 May 2013
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a critical understanding of the development of marketing communications theory and its relevance in a contemporary context (Components A and B) • Demonstrate knowledge and understanding of the role of marketing communications in the co-creation of meaning for the consumer (Components A and B) • Critically evaluate communication issues in an holistic and strategic context;(Components A and B) • Review and critique mix, media and message decisions across diverse contexts (Components A and B) • Identify, select, synthesise and present relevant information from available resources; (Components A and B) • Undertake independent/ self-directed learning; (Components A and B) • Use written formats and linguistic skills to communicate ideas and information clearly, logically, persuasively and effectively; (Components A and B) <p>In addition, the educational experience may explore, develop, and practise, <u>but not formally discretely assess</u>, the following:</p> <ul style="list-style-type: none"> ▪ Effectiveness at working in groups as leader and member; ▪ Time management skills; ▪ Effectiveness at working independently; ▪ Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.

Syllabus Outline	<p>This module will be concerned with the role of marketing communications in the co-creation of the consumer experience of brands, exploring how communications activity encourages audience engagement and participation. The syllabus will focus on:</p> <ul style="list-style-type: none"> • The scope of Marketing Communications: mix, media and messages • Engaging Audiences #1: attitudes, behaviour and the influence of persuasion • Managing and monitoring communications: objectives, planning and measuring • Branding and the communications mix • Media concepts: digital and traditional • Engaging Audiences #2: social media and interactivity • Multi channel campaigns: media, tools and planning • Creativity, messages and appeals 																				
Contact Hours	<p>The module will be delivered over twelve, two hour sessions or equivalent. Contact time will be a mixture of tutor and student led activities. Preparation and follow-up activities will become increasingly important as the module progresses (see Teaching & Learning)</p>																				
Teaching and Learning Methods	<p>Learning in the module is achieved through a combination of class-based activity, group-based activity and independent study. The weekly classroom sessions are designed to actively support the development of independent learning strategies by the students. The sessions combine formal lecturing with a range of participative activities such as evaluating communications scenarios and advertising campaigns, problem solving activities and group discussion. The sessions require a significant amount of preparation in advance by the students and consequently they are issued with a Module Handout detailing the overall aims of the module together with expected reading and questions to be addressed for each session. Resources such as the University Library as well as the study skills web pages will also aid learning.</p> <p>Scheduled learning includes lectures, seminars, tutorials, practical classes and workshops.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p>																				
Key Information Sets Information	<p>Key Information Sets (KIS) not applicable for PG</p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <table border="1" data-bbox="571 1671 1262 1906"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td>25%</td> <td></td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td>75%</td> <td></td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td>0%</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td>100%</td> </tr> </table>	Total assessment of the module:				Written exam assessment percentage		25%		Coursework assessment percentage		75%		Practical exam assessment percentage		0%					100%
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Practical exam assessment percentage		0%																			
			100%																		
Reading Strategy	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject</p>																				

	<p>relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively</p> <p>Essential reading</p> <p>Fill C. (2013), <i>Marketing Communications: Brands, experiences and participation</i>, (6th Edition), Harlow, Pearson Publishing.</p> <p>(Note that the Module Handbook will have the most current details on reading strategy, so students are advised to check before proceeding to purchase)</p> <p>Further reading</p> <p>As well as the Essential Reading, students will be expected to read articles as directed by the tutor or as part of a self-learning strategy. These will be in journals electronically or physically available through the University Library such as “Journal of Advertising”; “International Journal of Advertising”; “Journal of Advertising Research”; “Journal of Marketing Communications”. Students will also be expected to familiarise themselves with the latest developments through regular engagement with broadcast media and websites.</p>
Indicative Reading List	<p><i>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</i></p> <p>As indicated above, the most current advice on reading will be provided in the Module Handbook issued to all students. However, the following constitutes a list of textbooks that students may find useful and which will be available through the University Library:</p> <p>Blakeman, R. (2013), <i>Non-traditional Media in Marketing and Advertising</i>, Sage Copley, P. (2004) <i>Marketing Communications Management</i>, Butterworth-Heinemann Clow, K. and Baack, D. (2010), <i>Integrated Advertising, Promotions and Marketing Communications Management</i>, Prentice Hall. Dahlen, M., Lange, F. and Smith, T. (2010), <i>Marketing Communications: A Brand Narrative Approach</i>, Wiley De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2011) <i>Marketing Communications – a European perspective</i>, 4th edition, Pearson/ Prentice Hall (e-book available) Fill, C., Hughes, G. and De Francesco, S. (2013), <i>Advertising, Creativity and Media</i>, Pearson. Hackley, C. (2010), <i>Advertising and Promotion: an integrated marketing communications approach</i>, Sage. Percy, L. (2008), <i>Strategic Integrated Marketing Communication: Theory and Practice</i>, Butterworth Heinemann (e-book available). Percy, L., & Elliott, R. (2005) <i>Strategic Advertising Management</i>, 2nd edition, Oxford University Press Rice, R. and Atkin, C. (eds.) (2013), <i>Public Communication Campaigns</i>, 4th edition, Sage. Shimp, T. (2010), <i>Integrated Marketing Communications in Advertising and Promotion</i>, 8th Edition, Thompson Learning.</p>

Part 3: Assessment

Assessment Strategy	<p>The assessment for this module comprises two components:</p> <p>Component A: The time constrained assignment will be administered in class.</p>
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	Component B: The 2,500 word written essay will allow students to demonstrate their ability to critically evaluate and analyse a topical communications issue and to identify and integrate an appropriate selection of significant communication literature to provide context, structure and objective support for their conclusions.
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Identify final assessment component and element	Component B	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Time constrained assignment. (In class - 1.5 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual assignment (2500 words)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Time constrained assignment. (1.5 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Individual assignment (2500 words)	100%	
If a student is permitted an EXCEPTIONAL RETAKE of the module the assessment will be that indicated by the Module Description at the time that retake commences.		