






CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Principles of Marketing Communications				
Module Code	UMKC8L-15-M	Level	M	Version	4
UWE Credit Rating	15	ECTS Credit Rating	7.5	WBL module?	No
Owning Faculty	FBL	Field	Marketing		
Department	BBS, Business and Management	Module Type	Standard		
Contributes towards	MSc Marketing; MSc Marketing Communications				
Pre-requisites	none	Co- requisites	none		
Excluded Combinations	none	Module Entry requirements	na		
First CAP Approval Date	7 May 2013	Valid from	September 2013		
Revision CAP Approval Date	3 June 2015	Revised with effect from	September 2015		

<b>Review Date</b>	September 2019
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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"> <li>• Demonstrate a critical understanding of the development of marketing communications theory and its relevance in a contemporary context (Component A)</li> <li>• Demonstrate knowledge and understanding of the role of marketing communications in the co-creation of meaning for the consumer (Component A)</li> <li>• Critically evaluate communication issues in an holistic and strategic context;(Component A)</li> <li>• Review and critique mix, media and message decisions across diverse contexts (Component A)</li> <li>• Identify, select, synthesise and present relevant information from available resources; (Component A)</li> <li>• Undertake independent/ self-directed learning; (Component A)</li> <li>• Use written formats and linguistic skills to communicate ideas and information clearly, logically, persuasively and effectively; (Component A)</li> </ul> <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"> <li>▪ Effectiveness at working in groups as leader and member;</li> <li>▪ Time management skills;</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Effectiveness at working independently;</li> <li>▪ Use of appropriate IT and electronic data resource to aid efficient searching, communication and presentation of information.</li> </ul>																																										
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"> <li>• The scope of Marketing Communications: mix, media and messages</li> <li>• Engaging Audiences #1: attitudes, behaviour and the influence of persuasion</li> <li>• Managing and monitoring communications: objectives, planning and measuring</li> <li>• Branding and the communications mix</li> <li>• Media concepts: digital and traditional</li> <li>• Engaging Audiences #2: social media and interactivity</li> <li>• Multi channel campaigns: media, tools and planning</li> <li>• Creativity, messages and appeals</li> </ul>																																										
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 &amp; 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><b>Scheduled learning</b> includes lectures, seminars, tutorials, practical classes and workshops.</p> <p><b>Independent learning</b> 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	<table border="1"> <thead> <tr> <th colspan="6"><b>Key Information Set - Module data</b></th> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black;">15</td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <td></td> </tr> <tr> <td style="text-align: center;">150</td> <td style="text-align: center;">24</td> <td style="text-align: center;">126</td> <td style="text-align: center;">0</td> <td style="text-align: center;">150</td> <td style="text-align: center;"></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p><b>Written Exam:</b> Unseen written exam, open book written exam, In-class test  <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project  <b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam</p>	<b>Key Information Set - Module data</b>												<i>Number of credits for this module</i>				15								Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		150	24	126	0	150							
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Total assessment of the module:			
Written exam assessment percentage		0%	
Coursework assessment percentage		100%	
Practical exam assessment percentage		0%	
			100%

**Reading Strategy**

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 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

**Essential reading**

Fill C. (2013), *Marketing Communications: Brands, experiences and participation*, (6th Edition), Harlow, Pearson Publishing.

(Note that the Module Handbook will have the most current details on reading strategy, so students are advised to check before proceeding to purchase)

**Further reading**

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.

**Indicative Reading List**

*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.*

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:

Blakeman, R. (2013), *Non-traditional Media in Marketing and Advertising*, Sage  
 Copley, P. (2004) *Marketing Communications Management*, Butterworth-Heinemann  
 Clow, K. and Baack, D. (2010), *Integrated Advertising, Promotions and Marketing Communications Management*, Prentice Hall.  
 Dahlen, M., Lange, F. and Smith, T. (2010), *Marketing Communications: A Brand Narrative Approach*, Wiley  
 De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2011) *Marketing Communications – a European perspective*, 4th edition, Pearson/ Prentice Hall (e-book available)  
 Fill, C., Hughes, G. and De Francesco, S. (2013), *Advertising, Creativity and Media*, Pearson.  
 Hackley, C. (2010), *Advertising and Promotion: an integrated marketing*

*communications approach*, Sage.  
Percy, L. (2008), *Strategic Integrated Marketing Communication: Theory and Practice*, Butterworth Heinemann (e-book available).  
Percy, L., & Elliott, R. (2005) *Strategic Advertising Management*, 2<sup>nd</sup> edition, Oxford University Press  
Rice, R. and Atkin, C. (eds.) (2013), *Public Communication Campaigns*, 4<sup>th</sup> edition, Sage.  
Shimp, T. (2010), *Integrated Marketing Communications in Advertising and Promotion*, 8<sup>th</sup> Edition, Thompson Learning.

**Part 3: Assessment**

<b>Assessment Strategy</b>	<p>The assessment for this module comprises one component:</p> <p>Component A: 2500 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.</p> <p>In addition to the assignment, students must submit a 500 word critical reflection on how the module content has informed their approach to this assignment.</p>
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<b>Identify final assessment component and element</b>	Component A	
<b>% weighting between components A and B</b> (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	0
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. Individual assignment (2500 words) plus a Critical reflection (500 words)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. n/a	n/a	

<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. Individual assignment (2500 words) plus a Critical reflection (500 words)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>	
1. n/a	n/a	
If a student is permitted a retake of the module the assessment will be that indicated by the Module Description at the time that retake commences.		