



MODULE SPECIFICATION

Code: UMKC8L-15-M **Title:** Principles of Marketing Communications Strategy **Version:** 3

Level: M **UWE credit rating:** 15 **ECTS credit rating:** 7.5

Module type: Standard

Owning Faculty: FBL **Field:** Marketing

Valid from: 1 September 2004 **Discontinued from:**
(Revised 1 September 2008)

Contributes towards: MSc Marketing; MSc Marketing Communications

Pre-requisites: None

Co-requisites: None

Excluded combinations: None

Aim of module

The module is designed to develop students' ability to understand the concept and practice of persuasive communications as a vital and dynamic component of today's marketing mix. Based on thorough understanding of all aspects of branding, emphasis will be placed on the need for a holistic approach to communications and students will develop recognition of the variety of channels available to the marketing manager, but with particular focus on advertising and campaign evaluation.

Learning outcomes

On successful completion of this module students will be able to:

- Demonstrate a clear understanding of the nature and purpose of branding and approaches to building, enhancing and evaluating brand value; (Components A and B)
- Critically evaluate communication issues in an holistic and strategic context;(Components A and B)
- Differentiate between appropriate communication channel and creative approaches and form arguments based on evidence and discussion; (Components A and B)
- Demonstrate a clear knowledge and understanding of the theories and principles that have been advanced seeking to explain the evolution and evaluation of advertising communications;(Components A and B)
- Critically appraise these theories and principles, challenging viewpoints, ideas and concepts; (Component A)
- 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 verbal skills to communicate ideas and information clearly, logically, persuasively and effectively; (Components A and B)

In addition, the educational experience may explore, develop, and practise, but not formally discretely assess, the following:

- 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

This module will be concerned with both the interaction of marketing communications with other strategic marketing elements and the persuasive nature of communications in the marketing environment. The syllabus will focus on:

- Understanding how communications works
- The significance of branding
- Working with specialist communications agencies
- Enabling and evaluating creativity
- Segmenting, targeting and positioning
- Briefing, developing and managing advertising campaigns
- Introducing the range of communication channels
- Evaluating communications activities

Teaching & Learning Strategy

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.

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

The module will draw heavily from a textbook that **all students are expected to purchase**. This text is currently:

Fill C. (2005) *Marketing Communications: engagement, strategies & practice* (4th Edition) Harlow, Pearson/ Prentice Hall. However, as the Module Handbook will have the most current details on reading strategy, students are advised to check before proceeding to purchase.

Additional essential reading material, including case studies, articles from professional journals such as *Campaign*, and reports from sources such as WARC along with essential academic papers, will be provided. Where possible, materials will be made available on Blackboard for easy access.

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

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:

Pickton, D., & Broderick, A. (2005) *Integrated Marketing Communications*, Prentice Hall

Copley, P. (2004) *Marketing Communications Management*, Butterworth-Heineman
 Percy, L., & Elliott, R. (2005) *Strategic Advertising Management*, 2nd edition, Oxford University Press
 Butterfield L. (1999) *Excellence in Advertising* (2nd Edition), Butterworth-Heineman
 De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2007) *Foundations of Marketing Communications – a European perspective*, 3rd edition, Pearson/ Prentice Hall
 Blythe J. (2006) *Essentials of Marketing Communications*, 3rd edition, Pearson/ Prentice Hall
 Smith, P. R., & Taylor, J. (2004) *Marketing Communications – an integrated approach*, 4th edition, Kogan Page
 Jewler J.A. & Drewniany B.L. (2001) *Creative Strategy in Advertising* (7th Edition) USA, Thomson
 Ogilvy D. (2000) *Ogilvy on Advertising*, Pan Books
 Jobber D. (2007) *Principles and Practice of Marketing*, McGraw Hill
 White R. (2000) *Advertising*, McGraw Hill

Assessment

The individual assignment 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. The 3,000 word written report will be synthesised into a persuasive and timed verbal presentation in a medium and style of the student's choosing. This will focus students on issues of time management, discernment between appropriate presentation approaches and forming convincing arguments based on evidence and in depth review of a breadth of related opinion/ expert discussion.

Weighting between components A and B (standard modules only)

A:25% B: 75%

ATTEMPT 1

First Assessment Opportunity

Component A

Description of each element

1 Presentation

Element weighting

100%

Component B

Description of each element

1 Individual Report (3000 words)

Element weighting

100%

Second Assessment Opportunity (further attendance at taught classes is not required)

Component A

Description of each element

1 Presentation

Element weighting

100%

Component B

Description of each element

1 Individual Report (3000 words)

Element weighting

100%

SECOND (OR SUBSEQUENT) ATTEMPT Attendance at taught classes is required.