



Module Specification

Principles of Marketing Communications

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Part 1: Information

Module title: Principles of Marketing Communications

Module code: UMKC8L-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module will be concerned with the role of marketing communications in the cocreation of the consumer experience of brands, exploring how communications activity encourages audience engagement and participation.

Features: Not applicable

Educational aims: In addition to the Learning Outcomes, 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.

Outline syllabus: The syllabus will focus on:

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

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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.

Scheduled learning includes lectures, seminars, tutorials, practical classes and workshops. Scheduled sessions may vary slightly depending on the module choices you make.

Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate a critical understanding of the development of marketing communications theory and its relevance in a contemporary context

MO2 Demonstrate knowledge and understanding of the role of marketing communications in the co-creation of meaning for the consumer

MO3 Critically evaluate communication issues in an holistic and strategic context

MO4 Review and critique mix, media and message decisions across diverse contexts

MO5 Identify, select, synthesise and present relevant information from available resources

MO6 Undertake independent/ self-directed learning

MO7 Use written formats and linguistic skills to communicate ideas and information clearly, logically, persuasively and effectively

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 126 hours

Face-to-face learning = 24 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/umkc8l-15-m.html) via the following link <https://uwe.rl.talis.com/modules/umkc8l-15-m.html>

Part 4: Assessment

Assessment strategy: The assessment for this module comprises one task:

Assessment task: 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.

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.

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.

Assessment components:

Written Assignment (First Sit)

Description: Individual assignment (2,500 words) plus a critical reflection (500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Written Assignment (Resit)

Description: Individual assignment (2,500 words) plus a critical reflection (500 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing Communications [Frenchay] MSc 2023-24