



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Integrated Marketing Communications		
Module Code	UMKDRJ-15-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module Type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co-requisites	None		
Module Entry Requirements	None		
PSRB Requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> Marketing communications is a fast-moving subject and an integral part of marketing. In this module we will stimulate your interest in the field, and develop your knowledge of the principal tools and techniques of marketing communications and the media through which we communicate. We examine how marketing communications have responded to the changing media environment, utilising new platforms and technologies to support brand communication and to encourage audience engagement. We will explore how communications theory helps us to understand how communication works and we will question whether existing theories adequately reflect the use of contemporary communication technologies and practice.</p> <p><b>Outline Syllabus:</b> You will cover:</p> <p>Communication theories and models, target audience and habits of media consumption, media forms, media choices and communication strategy. The elements of the contemporary communications mix. You will examine how messages are constructed, how creative strategies are employed, and how digital technology has enabled the creation of more effective and coherent creative campaigns. The ethical issues surrounding marketing communications are explored and the contribution of social campaigns considered.</p> <p><b>Teaching and Learning Methods:</b> The module delivery comprises three components. Lectures provide the essential theoretical framework for each topic. Interactive lectorials enable students to work together with staff on current topic related tasks. Practice focused workshops enable students to develop their own analytical, decision-making, planning and creative skills.</p>

## STUDENT AND ACADEMIC SERVICES

Part 3: Assessment			
<p>The assessment for this module is a single piece (component A) which comprises a detailed and individual integrated marketing communications presentation.</p> <p>The presentation will draw on all parts of the module; communications theory, audience, positioning, message, media and mix. In preparing the presentation the student should consider how their engagement with the module has informed their choices and enabled them to develop a presentation that could be utilised in a real- world context.</p>			
First Sit Components	Final Assessment	Element weighting	Description
Presentation - Component A	✓	100 %	Individual recorded Presentation
Resit Components	Final Assessment	Element weighting	Description
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Part 4: Teaching and Learning Methods																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th>Module Learning Outcomes</th> <th>Reference</th> </tr> </thead> <tbody> <tr> <td>Systematically apply key aspects of marketing communications issues in an integrated, consumer, services and international context</td> <td>MO1</td> </tr> <tr> <td>Apply knowledge of target markets aligned to appropriate positioning and communication objectives</td> <td>MO2</td> </tr> <tr> <td>Analyse and critique the role and relative strengths possessed by a selection of media classes, types and vehicles</td> <td>MO3</td> </tr> <tr> <td>Apply effective non-linear, multi-channel transmedia communication planning approach including tracking and evaluation methods</td> <td>MO4</td> </tr> <tr> <td>Devise appropriate and effective creative solutions underpinned by a viable message strategy</td> <td>MO5</td> </tr> <tr> <td>Confidently propose a campaign of integrated marketing activity, using appropriate visual materials</td> <td>MO6</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Systematically apply key aspects of marketing communications issues in an integrated, consumer, services and international context	MO1	Apply knowledge of target markets aligned to appropriate positioning and communication objectives	MO2	Analyse and critique the role and relative strengths possessed by a selection of media classes, types and vehicles	MO3	Apply effective non-linear, multi-channel transmedia communication planning approach including tracking and evaluation methods	MO4	Devise appropriate and effective creative solutions underpinned by a viable message strategy	MO5	Confidently propose a campaign of integrated marketing activity, using appropriate visual materials	MO6		
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://rl.talis.com/3/uwe/lists/1E5D3E70-5091-9232-42B9-A10DCF3DC80B.html?lang=en-GB&amp;login=1">https://rl.talis.com/3/uwe/lists/1E5D3E70-5091-9232-42B9-A10DCF3DC80B.html?lang=en-GB&amp;login=1</a></p>
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### **Part 5: Contributes Towards**

This module contributes towards the following programmes of study: