



Module Specification

Marketing Communications in the Digital World

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Part 1: Information

Module title: Marketing Communications in the Digital World

Module code: UMKDRJ-15-3

Level: Level 6

For implementation from: 2022-23

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: Frenchay Campus

Field: Marketing

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: Marketing communications is a fast-moving subject and an integral part of marketing. In this module we will encourage 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.

Outline syllabus: You will cover:

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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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

MO1 Systematically apply key aspects of marketing communications issues in an integrated, consumer, services and international context

MO2 Apply knowledge of target markets aligned to appropriate positioning and communication objectives

MO3 Analyse and critique the role and relative strengths possessed by each of the variety of media classes, types and vehicles

MO4 Apply effective non-linear, multi-channel transmedia communication planning approach supported by appropriate methods of tracking and evaluation

MO5 Devise appropriate and effective creative solutions underpinned by a viable message strategy

MO6 Work effectively in a group

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link <https://rl.talis.com/3/uwe/lists/1E5D3E70-5091-9232-42B9-A10DCF3DC80B.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: The assessment for this module is a single piece (component A) which comprises a detailed group marketing communications presentation.

The presentation will draw on all parts of the module; communications theory, audience, positioning, message, media and mix. In preparing the presentation the students 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.

Assessment components:

Presentation - Component A (First Sit)

Description: Group Presentation

Weighting: 100 %

Final assessment: Yes

Group work: Yes

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

Presentation - Component A (Resit)

Description: Group Presentation

Weighting: 100 %

Final assessment: Yes

Group work: Yes

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business and Events Management [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business Management with Marketing [Sep][FT][Frenchay][3yrs] BA (Hons) 2020-21

Business Management with Marketing [Jan][FT][Villa][3yrs] BA (Hons) 2020-21

Business and Events Management {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business Management with Marketing [Jan][SW][Villa][4yrs] BA (Hons) 2019-20

Business Management with Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Business Management with Marketing [May][SW][Villa][4yrs] BA (Hons) 2019-20

Business Management with Marketing [Sep][SW][Villa][4yrs] BA (Hons) 2019-20

Business Management with Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2019-20

Marketing [Sep][SW][Frenchay][4yrs] BA (Hons) 2019-20

Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2018-19

Business Management with Marketing {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2018-19