



Module Specification

Fundamentals of Marketing Communications

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Part 1: Information

Module title: Fundamentals of Marketing Communications

Module code: UMKDWE-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

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 introduces postgraduate students to the principles of marketing communications, leading to the selection of an overall marketing communication approach that is suited to the context and brand.

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: This module will be concerned with the role of marketing communications in the contemporary media landscape, exploring how communications activity encourages audience engagement and participation.

The syllabus will focus on:

Understanding and defining appropriate target audiences

Effective positioning strategies

Theories - engaging audiences, influencing attitudes and behaviour

Semiotics, creativity and narrative principles

Branding and brand communications

Traditional and non-traditional media

Marketing communication mix, tools and planning

Part 3: Teaching and learning methods

Teaching and learning methods: 11, two-hour sessions or equivalent, delivered via a blend of recorded and live in-class material

Learning in the module is achieved through a blended learning approach comprising weekly preparation and reading, recorded material, 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 group discussion of preparation topics and the weekly set reading combined with a range of participative activities such as

evaluating communications scenarios and group problem solving activities. The sessions require a significant amount of preparation in advance by the students and consequently this is provided in advance as a separate element within each Study Unit. Resources such as the University Library as well as the study skills web pages will also aid learning.

Scheduled learning includes a blend of lectorials, tutorials and workshops.

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

MO1 Demonstrate a critical understanding of marketing communications theory and principles and their application in the contemporary media landscape

MO2 Critically evaluate communication issues in a strategic context

MO3 Demonstrate an understanding of effective targeting, positioning, message and media strategies within the contemporary media landscape.

MO4 Use written and visual formats to communicate ideas and information clearly, logically, persuasively and effectively.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Lectorials = 11 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/F068DE9F-0207-1191-95F2-04E4137ED23D.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/F068DE9F-0207-1191-95F2-04E4137ED23D.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: Students will deliver an individual 15 minute presentation proposing a campaign outline which demonstrates their ability to evaluate the context they are operating in, and applies their understanding of relevant theory to

target and position the brand effectively. The tutorial structure enables students to develop elements of the assessment over the course of the module based on formative feedback leading to the summative assessment.

Assessment tasks:**Presentation (First Sit)**

Description: A 15-minute individual Powerpoint presentation submitted via Panopto.

Students will be expected to propose a campaign outline which demonstrates their ability to evaluate the context they are operating in and applies their understanding of relevant theory to target and position the brand effectively.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Presentation (Resit)

Description: A 15-minute individual Powerpoint presentation submitted via Panopto.

Students will be expected to propose a campaign outline which demonstrates their ability to evaluate the context they are operating in and applies their understanding of relevant theory to target and position the brand effectively.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing [Frenchay] MSc 2023-24

Digital Marketing [Frenchay] MSc 2023-24

Marketing Communications [Frenchay] MSc 2023-24