

**MODULE SPECIFICATION**

Part 1: Information			
Module Title	Integrated Marketing Communications		
Module Code	UMKD6M-15-2	Level	2
For implementation from	September 2017		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Business and Law	Field	Marketing
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Business Management with Marketing, BA(Hons) Marketing and BA(Hons) Marketing Communications		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	Stand alone		

Part 2: Description




Marketing communications is a fast-moving subject and an integral part of marketing. In this module we hope to encourage your interest in the field, to 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 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 digital communication technologies.

You will cover: Communication theories and models, Media forms and media choices and the elements of the communication mix including Advertising, Public relations Sales Promotion. You will examine how messages are constructed, how creative strategies are employed, and how digital technology has enabled the creation of more effective and creative campaigns. The ethical issues surrounding marketing communications are explored and the contribution of social campaigns considered.

Part 3: Assessment

The assessment for this module is a single piece (component A) which comprises a detailed integrated marketing communications proposal (approx. 2250 words) and a personal reflection (approx. 750 words) which outlines the

decisions made and alternatives considered in developing the proposal.						
The proposal will draw on all parts of the module; communications theory, message, media and mix. In writing the reflection the student should consider how their engagement with the module has informed their choices and enabled them to develop a proposal that could be utilised in a real- world context.						
Identify final timetabled piece of assessment (component and element)		Component A				
% weighting between components A and B (Standard modules only)		<table border="1"> <tr> <td style="text-align: center;">A:</td> <td style="text-align: center;">B:</td> </tr> <tr> <td style="text-align: center;">100%</td> <td></td> </tr> </table>	A:	B:	100%	
A:	B:					
100%						
First Sit						
Component A (controlled conditions) Description of each element		Element weighting				
3000 word proposal with reflective section		100%				
Component B Description of each element		Element weighting				
Resit (further attendance at taught classes is not required)						
Component A (controlled conditions) Description of each element		Element weighting				
3000 word proposal with reflective section		100%				
Component B Description of each element		Element weighting				
Part 4: Teaching and Learning Methods						
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a good knowledge and understanding of a range of marketing communications issues in an integrated, consumer, services, public sector, and international context. • Understand the role and relative strengths possessed by each of the variety of media classes, types and vehicles available to marketers. • Understand the concept of a media-neutral environment and the implications this holds for the communication planning process. • Appreciate the ethical issues associated with marketing communications and the positive role that social marketing communications can play in society. • Analyse the creative environment and formulate a full and reasoned proposal that contains the identification of target markets, a set of communications objectives, a media plan, a creative strategy and a proposed method of tracking and evaluation. <p>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>					

Key Information Sets Information (KIS)	<table border="1" data-bbox="518 212 1428 369"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				15		
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Contact Hours	<table border="1" data-bbox="518 369 1428 600"> <thead> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <th></th> </tr> </thead> <tbody> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> <td></td> </tr> </tbody> </table>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		150	36	114	0	150	
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Total Assessment	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <table border="1" data-bbox="630 761 1316 996"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%		
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Reading List	<p>Blakeman, R. (2013), Non-traditional Media in Marketing and Advertising, Sage</p> <p>Bull, A. (2013), Brand Journalism, Routledge Taylor & Francis.</p> <p>Chandler, D. (2014) Semiotics for beginners. [online] available from http://visual-memory.co.uk/daniel/Documents/S4B/sem02.html</p> <p>Copley, P. (2014) Marketing Communications Management, Butterworth-Heinemann</p> <p>Clow, K. and Baack, D. (2010), Integrated Advertising, Promotions and Marketing Communications Management, Prentice Hall.</p> <p>Dahlen, M., Lange, F. and Smith, T. (2010), Marketing Communications: A Brand Narrative Approach, Wiley</p> <p>De Mooij, M. (2014), Global Marketing and Advertising, 4th edition, Sage.</p> <p>De Pelsmacker, P., Geuens, M., & Van den Bergh, J. (2013) Marketing Communications – a European perspective, 5th edition, Pearson/ Prentice Hall (e-book available)</p> <p>Fill, C., Hughes, G. and De Francesco, S. (2013), Advertising, Creativity and Media, Pearson.</p> <p>Fill, C. and Turnbull, S. (2016), Marketing Communications: Discovery, Creation and Conversations (7th Edition), Harlow, Pearson/ Prentice Hall (Core Text)</p> <p>Hackley, C. (2010), Advertising and Promotion: an integrated marketing communications approach, Sage.</p> <p>Percy, L. (2014), Strategic Integrated Marketing Communication: Theory and Practice, 2nd edition, Butterworth Heinemann (e-book available).</p> <p>Percy, L., & Elliott, R. (2012) Strategic Advertising Management, 4th edition, Oxford University Press</p> <p>Perloff, R. (2014), The Dynamics of Persuasion: Communication and Attitudes in the 21st Century, (5th edition), Routledge</p> <p>Pickton, D., & Broderick, A. (2005) Integrated Marketing Communications, Prentice Hall</p> <p>Rice, R. and Atkin, C. (eds.) (2013), Public Communication Campaigns, 4th edition, Sage</p> <p>Scott, D. (2013), The new rules of marketing and PR: How to use news releases, blogs, podcasts, viral marketing and online media to reach your buyers directly, 4th edition, Wiley. (e-book available).</p> <p>Shimp, T. and Andrews, J. (2014), Advertising Promotion and Other Aspects of Integrated Marketing Communications, International Edition 9e, Cengage Learning.</p>												

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First CAP Approval Date	December 2011 (QMAC)			
Revision CAP Approval Date <i>Update this row each time a change goes to CAP</i>	15 December 2016	Version	2	link to RIA
Revision CAP Approval Date		Version	3	Link to RIA