



**CORPORATE AND ACADEMIC SERVICES**

**MODULE SPECIFICATION**

Part 1: Basic Data					
Module Title	Integrated Marketing Communications				
Module Code	UMKD6M-15-2	Level	2	Version	1
Owning Faculty	FBL	Field	Marketing		
Contributes towards	BA (Hons) Business Studies with Marketing, BA(Hons) Marketing and BA(Hons) Marketing Communications				
UWE Credit Rating	15	ECTS Credit Rating	7.5	Module Type	Standard
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	Stand alone	
Valid From	September 2012		Valid to		

<b>CAP Approval Date</b>	
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will:</p> <ol style="list-style-type: none"> <li>1. Be able to demonstrate a good knowledge and understanding of a range of marketing communications issues in an integrated, consumer, services, public sector, and international context.</li> <li>2. Have an understanding of the role and relative strengths possessed by each of the variety of media classes, types and vehicles available to marketers.</li> <li>3. Understand the concept of a media-neutral environment and the implications this holds for the communication planning process.</li> <li>4. Have an appreciation of the ethical issues associated with marketing communications and the positive role that social marketing communications can play in society.</li> <li>5. In response to a creative brief, be able to 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.</li> </ol>
Syllabus Outline	<ul style="list-style-type: none"> <li>• Communication theories and models</li> <li>• Media and media planning</li> <li>• Advertising</li> <li>• Sponsorship,</li> <li>• Public relations</li> <li>• Sales Promotion, merchandising and point of sale</li> <li>• Internal marketing communications</li> <li>• Exhibitions and Field Marketing</li> </ul>

	<ul style="list-style-type: none"> <li>• Direct marketing communications,</li> <li>• Interactive and Online communications</li> <li>• Creative techniques and strategies</li> <li>• Evaluating marketing communications</li> <li>• Personal selling and sales management</li> <li>• Ethical communications and social marketing</li> </ul>
Contact Hours/Scheduled Hours	Contact will be through three hours a week of lectures and seminars. Students will be expected to prepare for the seminar activity and guidance will be given on the content of that preparation
Teaching and Learning Methods	<ul style="list-style-type: none"> <li>• The teaching and learning strategy associated with this module is based around a series of lecture and workshop sessions. Lectures are used to develop a body of knowledge and offer signposts for further reading and knowledge development in the field. Workshops offer the opportunity to apply the theory accrued in both lectures and private study primarily through the use of case studies and the critical appraisal of 'live' cases and issues.</li> <li>• Students will be exposed to a variety of different learning activities which may include the following:- <ul style="list-style-type: none"> <li>- Case study analysis</li> <li>- Communications 'master classes'</li> <li>- Guest lectures</li> <li>- Problem-based challenges</li> <li>- Interactive games</li> </ul> </li> <li>• The study time associated with the module is based on 10:1 ratio of notional student study hours to credit value.</li> </ul>
Reading Strategy*	<p>All students will be encouraged to make full use of the print and electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.</p> <p><b>Essential reading</b> Students are expected to purchase or have open access to following text as it is considered core to the module:-</p> <p>Fill, C. (2009) <i>Marketing Communications: engagement, strategies and practice</i>, (5/e), FT Prentice Hall</p>
Indicative Reading List	<p><b>Further reading</b></p> <p><b>Books</b></p> <p>Dahlen, M, Lange F, and Smith, T (2009) <i>Marketing Communications – A Brand Narrative Approach</i>, Wiley Publishing</p>

Egan, J. (2007) *Marketing Communications*, Thomson Learning

Fill, C (2006) *Simply marketing Communications*, FT Prentice Hall

Hackley C. (2010) *Advertising and Promotion*, 2/e Sage

De Pelsmacker, Geuens, and Van den Bergh, (2010) *Marketing Communications: A European Perspective*, 4/e FT Prentice Hall

Pickton, D. and Broderick, A. (2005) *Integrated Marketing Communications*, 2/e FT Prentice Hall

Percy, L. and Elliot, R. (2009) *Strategic Advertising Management*, 3/e Oxford

Butterfield, Leslie (Ed) (2003) "*Advalue: Twenty Ways Advertising Works for Business*" Oxford : Butterfield Heineman.

**Academic and Practitioner Journals**

- International Journal of Advertising
- European Journal of Advertising
- Journal of Marketing Communications
- Journal of Advertising Research
- Journal of Interactive Advertising
- Journal of Communications Management
- European Journal of Marketing
- Journal of Marketing Management
- Journal of Consumer Behaviour
- Marketing and Management
- Marketing Management
- Academy of Marketing
- Science Review
- Harvard Business Review
- The Economist
- Marketing
- Campaign

**Other**

Any/all broadsheet newspapers

**Part 3: Assessment**

**Assessment Strategy**

Assessment will be by summative examination and by one individual summative in-course assignment. They are equally weighted. They have been designed to be in alignment with the learning outcomes. Component A: The examination is of a traditional nature with a choice of questions to answer. It is designed to assess students' knowledge and understanding of relevant marketing communications material across the breadth of the syllabus, (LO: 1,2,4). Component B: Assignment has been selected to assess

	<p>higher level skills of analysis, application, synthesis and evaluation. It offers students the opportunity to demonstrate account, media planning and creative skills in a practical, real-life context as well as demonstrating the ability to apply principles of persuasive communications (LO: 3.5)</p> <p>Formative Assessment strategies, such as direct questioning, peer assessment and feedback, will be utilised throughout the module delivery to assist students to have a clear understanding of the module learning outcomes, they will be assessed and to give students the opportunity to set their own goals.</p>
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Identify final assessment component and element	<b>Component A</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	50%	50%

<b>First Sit</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
1. Exam ( 2 Hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
1. Written Assignment (2,500 words +/- 10%)	100%

<b>Resit (further attendance at taught classes is not required)</b>	
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
1. Exam ( 2 Hours)	100%
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting (as % of component)</b>
1. Written Assignment (2,500 words +/- 10%)	100%
If a student is permitted an <b>EXCEPTIONAL RETAKE</b> of the module the assessment will be that indicated by the Module Description at the time that retake commences.	