



Module Specification

Integrated Marketing Communications

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	5

Part 1: Information

Module title: Integrated Marketing Communications

Module code: UMKD6M-15-2

Level: Level 5

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

Delivery locations: Not in use for Modules

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: Not applicable

Features: Not applicable

Educational aims: 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.

Outline syllabus: 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: 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 Demonstrate a good knowledge and understanding of a range of marketing communications issues in an integrated, consumer, services, public sector, and international context

MO2 Understand the role and relative strengths possessed by each of the variety of media classes, types and vehicles available to marketers

MO3 Understand the concept of a media-neutral environment and the implications this holds for the communication planning process

MO4 Appreciate the ethical issues associated with marketing communications and the positive role that social marketing communications can play in society

MO5 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

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://uwe.rl.talis.com/modules/umkd6m-15-2.html>

Part 4: Assessment

Assessment strategy: The assessment for this module is a single piece (Task 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.

Assessment components:

Written Assignment (First Sit)

Description: 3000 word proposal with reflective section

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: 3000 word proposal with reflective section

Weighting: 100 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Marketing {Dual} [Taylors] BA (Hons) 2022-23

Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Marketing Communications [Sep][SW][Frenchay][4yrs] BA (Hons) 2022-23

Business Management with Marketing {Dual} [Aug][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Aug][SW][Taylors][4yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][FT][Taylors][3yrs] BA (Hons)
2022-23

Business Management with Marketing {Dual} [Mar][SW][Taylors][4yrs] BA (Hons)
2022-23

Marketing Communications {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons)
2021-22

Marketing Communications {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Business and Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Events Management [Frenchay] BA (Hons) 2022-23

Business and Management {Dual} [Sep][FT][Frenchay][3yrs] BA (Hons) 2022-23

Business Studies {Dual} [Aug][FT][Taylors][3yrs] - Withdrawn BA (Hons) 2022-23

International Business Management {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

International Business Management {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Business and Management {Dual} [Frenchay] BA (Hons) 2022-23

International Business Management [Frenchay] BA (Hons) 2022-23

International Business Management {Split Delivery} [Frenchay] BA (Hons) 2022-23

Business and Management [NepalBrit] BBA (Hons) 2022-23

International Business Management {Dual} [Taylors] BA (Hons) 2022-23

Business and Events Management {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22