

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Marketing Communications		
<b>Module Code</b>	25-6040-00L		
<b>Level</b>	6		
<b>Credit Points</b>	20		
<b>Indicative Assessment Components &amp; Percentage Weightings</b>	50% Coursework 50% Examination		
<b>Pre-requisite Modules (if applicable)</b>	None		
<b>Delivered according to Standard Academic Calendar</b> YES	<b>Long:</b> 2 semesters  YES	<b>Short:</b> 1 semester	<b>Other delivery pattern:</b> <i>Please specify</i>

### 1 MODULE AIMS

The aims of this module are to:

- develop an appreciation of marketing communication processes and the contemporary commercial communications environment;
- develop a critical awareness of the nature of integrated marketing communications within the context of strategic business management;
- give students an understanding of the barriers to effective communication and how these may be overcome; and
- develop an awareness and understanding of a variety of on and off - line communications vehicles and their use in practice.

### 2 MODULE LEARNING OUTCOMES

**BY THE END OF THE MODULE YOU WILL BE ABLE TO:**

1. Conduct a critical analysis of communications needs and opportunities with a view to informing marketing communications strategy;
2. Formulate and justify an appropriate integrated marketing communications action plan;
3. Apply a number of different analytical frameworks of marketing communications to a variety of business situations; and
4. Comment critically upon the role of objective setting, evaluation and control within an integrated communications strategy;

### 3 INDICATIVE LEARNING, TEACHING AND ASSESSMENT ACTIVITIES

A variety of resources will be used, including lectures, small group discussions, videos, case studies and in-class exercises.

Lectures will be used to introduce students to the underpinning concepts, techniques and frameworks. The lecture material will, in turn, be supplemented and supported by a programme of recommended reading.

Seminars will take several forms ranging from discussions and in-class exercises, through to the analysis and presentation of pre-seen case study material. Students will be expected to read material in advance of the seminars in order to help facilitate their learning.

Coursework will compromise both individual and group aspects, and there will be an end of module examination.

Key skills that will be especially developed in this module are solving problems, setting goals and communicating

### **ASSESSMENT STRATEGY AND METHODS**

Task No.	<b><u>TASK DESCRIPTION</u></b>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	50%	20 minutes + 2500 words	No
2	Exam	EX	50%	2 hours seen	No

### 4 INDICATIVE MODULE CONTENTS / TOPICS

Introduction to integrated marketing communications strategy;

- Communications environment and relationships;
- Traditional and new media appraisal;
- Target customer profile and literacy;
- Advertising and mass selling;
- Personal selling and exhibiting;
- Product public relations;
- Direct marketing communications;
- Communications at the point of sale;
- Internal marketing communications;
- Strategic marketing communications planning;
- Communications implementation and management; and
- Communications evaluation and control.

### **FURTHER INFORMATION ABOUT THIS MODULE**

**FURTHER / ADDITIONAL INFORMATION IS AVAILABLE TO SUPPORT THIS MODULE, INCLUDING ASSESSMENT CRITERIA DETAILING HOW YOUR PERFORMANCE IN THE MODULE WILL BE MEASURED, HOW**

**YOU WILL RECEIVE FEEDBACK, DETAILS OF LEARNING RESOURCES AND KEY READINGS.**

**THIS INFORMATION CAN BE FOUND IN**

Module Handbook  
Assessment Briefs  
Course/Module Blackboard Site

**NOTE THAT THIS ADDITIONAL INFORMATION MAY BE SUBJECT TO CHANGE FROM YEAR TO YEAR.**

**FINAL TASK**

<b>According to the Assessment Strategy shown in the Module Descriptor, which task will be the LAST TASK to be taken or handed-in? (Give task number as shown in the Assessment Strategy)</b>	<b>Task No.</b>
	2

**MODULE REFERRAL STRATEGY**

<b>Task for Task (as shown for initial assessment strategy)</b>	<b>Y</b>
<b>Single Referral Package for All Referred Students</b>	<b>N</b>

**REVISIONS**

<b>Date</b>	<b>Reason</b>
July 2012	Assessment Framework review