

MODULE DESCRIPTOR

MODULE TITLE	Digital Marketing Communication Strategy		
Module Code	44-6973-00L		
Level	6		
Credit Points	20		
Indicative Assessment Components & Percentage Weightings	40% Coursework 60% Coursework		
Pre-Requisite Modules (if applicable)			
Delivered according to Standard Academic Calendar YES	Long: 2 semesters YES	Short: 1 semester	Other delivery pattern: <i>Please specify</i>

1 MODULE AIMS

The aims of this module are to:

- build on previous learning in order to appreciate the role of marketing communications as a targeted, integrated and strategic activity;
- develop a critical awareness of the usage of and potential of multi-media marketing communications;
- give students an understanding of managerial activities involved in the creation and implementation of marketing communications activity; and
- develop ability in monitoring, evaluating and controlling integrated communications campaigns.

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. Set appropriate communications objectives;
3. Formulate an appropriate integrated multi-media marketing communications strategy for a range of organisational contexts using traditional advertising vehicles and new media;
4. Assess the challenges of marketing communications and advertising management including how to choose, brief and work with in-house and third party providers; and
5. Monitor and evaluate campaign performance.

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

The module will be assessed by 100% coursework, a combination of individual and group work

Details of the coursework together with timings for submission will be given at the start of the module

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

ASSESSMENT STRATEGY AND METHODS

Task No.	<u>TASK DESCRIPTION</u>	SI Code	Task Weighting %	Word Count / Duration	In-module retrieval available
1	Coursework	CW	40%	Portfolio	N
2	Coursework	CW	60%	Portfolio	N

4 INDICATIVE MODULE CONTENTS / TOPICS

- Introduction to multi-media marketing and advertising communications strategy;
- On and off - line media integration and opportunities;
- Strategic marketing communications planning over the product market, technological and brand lifecycle;
- Integrated marketing communications and mix;
- Brand position and focus;
- Setting communications objectives;
- Resourcing and managing in-house implementation;
- Sales management;
- Advertising Agency, choosing, briefing and working with third party providers;
- Advertising media opportunities
- Quantitative and qualitative measures of campaign effectiveness; and
- Communications as an investment and driver of shareholder value.

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

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)	Task No.
	2

MODULE REFERRAL STRATEGY

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

REVISIONS

Date	Reason
July 2012	Assessment Framework review