

Module code: MOD003334	Version: 1 Date Amended: 02/Mar/2012
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1. Module Title
Marketing Communications

2a. Module Leader	2b. Department	2c. Faculty
Null	Department of Leadership and Management	Lord Ashcroft International Business School

3a. Level	3b. Module Type
5	Standard (fine graded)

4a. Credits	4b. Study Hours
30	300

5. Restrictions			
Type	Module Code	Module Name	Condition
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Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description
This module is designed for students who will become decision makers in almost any company concerned with consumer/customer communications including: advertising, public relations, promotions, Internet, marketing, media and client organizations. Students in this module will learn and practice message and touch point integration with special attention to effectiveness and measurable results. Communication professionals are now more than ever accountable for their programs and strategies. They also have more power to shape the way in which marketing organizations do business. The student taking this module will be at the forefront of the important Integrated Marketing Communication movement that looks forward to an integrated brand experience on the part of the customer. It should be clear that your proactive participation in this module will determine the extent to which you will benefit from the knowledge and practice that the module offers. Assessment is by way of a midterm assignment and a final examination.

6b. Outline Content
Origins and evolution of IMC - A focus on brands and branding. - Lesser importance of the classical 4 Ps. - Technology and e-commerce. - Customization vs. massification. - Measurement and Accountability - Globalization. - The role of super-retailers. - The impact of new technology. - Four stages of IMC development Databases and their utilization - Data sources - Facilitative mechanisms - Data applications - Example: Geoscape The Principles of Value-Based IMC - Aligning internal and external resources. - Build a customer-centric organization. - Integrated and organic vs. top-down management. - Outside-in marketing planning. - Total customer experience is the focus. - Customer needs and corporate objectives are aligned. - Set customer behaviour objectives. - Customers are the company's assets. - Streamlining of functional activities. - Converge Marketing Communication activities. Identifying customers and prospects - Customers aggregated in behavioural groups. - Finding data for planning. - Understanding customers and Prospects - Databases for IMC - Combining and Sharing Customer Data - Generating Customer Insights The value of customers and prospects - Customers are assets and communication an investment. - Customer/prospect valuation. - Creating customer and marketplace value. - 5Rs: Recognition, Relevance, Receptivity, Response, Relationship. - Marketer-customer reciprocal relationship. Planning Marketing Communication Delivery - Brand contacts - Brand contact audits - Alternative communication paths - Brand networks Planning Marcom Content - What are customer insights? - How do customers think? - How to obtain customer insights? Metaphor elicitation; Response latency; Consensus maps; Memories, metaphors, stories and brands - Matching organizational capabilities with customer insights - Message and incentive strategies - Strategy development

6c. Key Texts/Literature
Don E. Shultz, Stanley Tannenbaum, and Robert Lauterborn, 1st Edition 1994 Integrated Marketing Communications: Putting it Together & Making it Work. McGraw Hill, ISBN: 0844233633
<i>Last Updated:</i>

6d. Specialist Learning Resources
Dedicated VLE site

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Describe the evolution of Integrated Marketing Communications and the stages through which organizations evolve when adopting IMC practices and describe and justify IMC guiding principles.
2	Knowledge and Understanding	Identify customers and prospects and estimate their value.
3	Knowledge and Understanding	Apply the notion of reciprocal marketer-consumer relationship and estimate brand equity.
4	Intellectual, practical, affective and transferrable skills	Plan message delivery and content and conduct post programme analysis.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	24	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials) or equivalent. Support materials will be provided on a dedicated VLE site.
Other teacher managed learning	48	1-4	3 hours weekly, delivered through lectures and tutorials (24 hours of lectures + 48 hours of tutorials) or equivalent. Support materials will be provided on a dedicated VLE site.
Student managed learning	228	1-4	228 hours during the study period of tutor led and/or individual focussed study including reading, exercises, case studies and library research. Exercises and learning aids will be provided on the dedicated VLE site.
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	2,4	50 (%)	Fine Grade	30 (%)
Details: ASSIGNMENT - 2500 WORDS					
Assignment - 2500 words.					
011	Examination	1-4	50 (%)	Fine Grade	30 (%)
Details: EXAMINATION - 3 HOURS					
Examination - 3 hours.					

**In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:**
(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements