

MODULE SPECIFICATION PROFORMA

Module Title:	Business Communication Skills for Marketing	Level:	4	Credit Value:	20
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Module code:	BUS429	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAMG	JACS3 code:	N211
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With effect from:	September 17
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School:	Business	Module Leader:	Claire Blanchard
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	✓	<input type="checkbox"/>
BA (Hons) Applied Business	✓	<input type="checkbox"/>
BA (Hons) Business	✓	<input type="checkbox"/>
BA (Hons) Hospitality, Tourism and Event Management	✓	<input type="checkbox"/>
BA (Hons) Global Business	✓	<input type="checkbox"/>
BA (Hons) Business Management and IT – NPTC	✓	<input type="checkbox"/>
BSc (Hons) Business, Marketing and Consumer Behaviour	✓	<input type="checkbox"/>
BSc (Hons) Digital Enterprise and Innovation	✓	<input type="checkbox"/>
BSc (Hons) Sports Management	✓	<input type="checkbox"/>
HNC Business	✓	<input type="checkbox"/>
BA (Hons) Retail Management	✓	<input type="checkbox"/>
BA (Hons) Business Development Management	✓	<input type="checkbox"/>
BA (Hons) Performance and People Management	✓	<input type="checkbox"/>
BSc (Hons) Financial Technology Management	✓	<input type="checkbox"/>
BSc (Hons) Business Decision Making	✓	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

Date revised: February 17 (to incorporate new programmes) Version: 7

Module Aims

The module aim is to recognize the importance of effective integrated internal and external communications in building sustainable relationships and delivering customer value. Students will also learn how to communicate effectively in a business and academic settings understanding the fundamentals of presentation skills, written communication and professional communication.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Use communication techniques for a range of purposes and audiences.	KS1	KS4
		KS5	KS8
		KS9	
2	Use appropriate software to carry out business tasks; produce professional business documents and develop a business presentation.	KS1	KS4
		KS5	KS8
3	Identify the role and benefits of internal communications in developing cross-functional relationships, customer focus and internal marketing in commercial and non-profit sector organisations.	KS5	KS6
4	Identify models of communication, involving message framing, emotional and informational appeals to purchase decision-making and campaign planning.	KS5	KS6
5	Create effective communications to deliver value to customers via an understanding of brand building.	KS1	KS2
		KS3	KS5

		KS6	
6	Understand the external components of communications mix in developing an integrated communications plan.	KS5	KS6
Transferable skills and other attributes			

Derogations

N/A

Assessment:

Indicative Assessment One: assessment one will be a portfolio assessment

Indicative Assessment Two: students will be required to produce a 1500 word group research report together with a 10 minute presentation.

Students on the BA (Hons) Applied Business programme will undertake assessment tasks based on their partnered employer.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Portfolio	40		1500
2	3,4,5,6	Group report and presentation	60		1500 words +10 min presentation

Learning and Teaching Strategies:

This module will be delivered using a combination of lead lectures, group tutorials, student-led discussion, practical exercises, directed and self-directed study.

Syllabus outline:

1. Writing for academic purposes, report writing for business using word processing to create business documents and power point for presentations.
2. An introduction to APA.
3. Writing for a non-academic audience.
4. Internal communications types and forms appropriate to organizational culture, internal stakeholders and relationship types.
5. Models of communication, message formatting to recognizing the benefits of branding and campaign planning.
6. Message framing and positioning.
7. Outsourcing communications / challenges and solutions for working with external agencies.
8. Communication methods/ advantages and disadvantages of each.
9. Range of media options and appropriateness in different business contexts.
10. Barriers to effective communications.
11. Setting communication budgets.
12. Communication methods evaluation.

Bibliography:

Essential reading

Cameron, S. (2009). *The business student's handbook: Skills for study and employment*. Harlow: Financial Times Prentice Hall.

Fill, C. (2013). *Marketing communications: Brands, experiences and participation*.

Other indicative reading

Textbooks

American Psychological Association. (2010). *Publication manual of the American Psychological Association*. Washington, DC: American Psychological Association.

Cameron, S. (2009). *The business student's handbook: Skills for study and employment*. Harlow: Financial Times Prentice Hall.

McClave, H.J. (19

97). *Communication for business: Fourth edition*. Dublin: Gill & Macmillan.

Strunk, W., Jr., & White, E. B. (1979). *The elements of style (3rd ed.)*. New York, NY: Macmillan.

Popular Press

Atkinson, I. (2012). *The Financial Times essential guide to business writing: How to write to engage, persuade and sell*. Harlow, England: Pearson.

Garner, B. A. (2012). *HBR guide to better business writing*. Boston, Mass: Harvard Business Review Press.

Journals

- Journal of Marketing
- Journal of Marketing Communications
- Journal of Integrated Marketing Communications