

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	BUS4C2
Module Title	Marketing and Communication
Level	4
Credit value	30
Faculty	Wrexham Business School
HECoS Code	100085
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Business Management	Core
BSc (Hons) Business Management with Foundation Year	Core

Breakdown of module hours

Learning and teaching hours	54 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	54 hrs
Placement hours	0 hrs
Guided independent study hours	246 hrs
Module duration (Total hours)	300 hrs

Breakdown of module hours (to apply to Hong Kong Institute of Technology only)

Learning and teaching hours	54 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	58 hrs

Project supervision hours	0 hrs
Active learning and teaching hours total	112 hrs
Placement hours	0 hrs
Guided independent study hours	188 hrs
Module duration (Total hours)	300 hrs

Module aims

This module introduces effective integrated marketing communication strategies for organisations. It provides an overview of managing the marketing function, including segmentation, targeting, positioning, customer decision-making, market and environmental analysis, and marketing planning. Emphasis is placed on understanding the role of advertising, marketing communications and other promotional tools of an organisation to achieve effective marketing campaigns based on clear objectives, market segmentation, and target marketing within established time and cost parameters. This module will examine the process by which integrated marketing communications programmes are planned, developed, executed, and measured.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Identify and apply key concepts of market segmentation and the marketing mix to design and implement strategies for a specific product or an organisation.
2	Evaluate and optimise the use of traditional and digital promotional tools to achieve defined marketing objectives.
3	Develop and present an integrated marketing communications plan using relevant theoretical frameworks for a chosen product or organisation.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1: Students will be required to undertake a group project of building a multi-channel marketing communications campaign or plan for a chosen organisation, product or initiative. The minimum expectation for the communications campaign word count is 3500 words

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2, 3	Group Project	3,500 words	100%	Oral assessment

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is based upon the key principle that students are encouraged to participate in higher education when they are exposed to flexible ways of learning that engage them using innovative and creative pedagogical approaches. To this end People and Culture module applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning. Students will have access to multiple learning opportunities including face to face and online classes (with core and guest lecturers), seminars, access to recorded lectures, lecture notes and handouts and directions to relevant essential and additional reading.

An interactive approach to learning is always maintained and staff will engage students with key issue by drawing on case studies and their practice experiences in the world of business and management. Lectures will be organised around lecture inputs, quizzes, recorded video content, simulation software (where applicable), larger and small group discussions and debates. Face to Face or video mediated appointments can be made with tutoring staff via Microsoft Teams to discuss module content and assignments.

Welsh Elements

Students have an option to submit the assessments and receive feedback for the module in Welsh. Case studies and contextualised Welsh examples will also be implemented within the module where possible.

Indicative Syllabus Outline

- Introduction to Module
- Introduction to Marketing and the Marketing Mix
- The Marketing Environment - Internal and External Situational Analysis
- Identifying the Customer & Consumer Behaviour
- Marketing Communications
- Digital Marketing
- Planning a Marketing Campaign
- Developing a Successful Campaign Plan
- Implementing a Plan in Practice

- Monitoring and Measuring a Marketing Campaign
- Undertaking a Post Campaign Evaluation
- Module Summary and Assessment

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Kotler, P., Armstrong, G. and Balasubramanian, S. (2023), *Principles of Marketing*. Harlow: Pearson Education

Other indicative reading:

Fill, C. and Turnbull, S. (2023), *Marketing Communications: Fame, Influencers and Agility*. Harlow: Pearson Education

Administrative Information

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Initial approval date	13/11/2025
With effect from date	01/09/2026
Date and details of revision	04.06.2026: AM1 modification approved to revise the module hour allocation for HKIT delivery through the reallocation of hours from Guided Independent Study Hours to Supervised Learning Hours.
Version number	02