

Prifysgol Wreccsam Wrexham University

Module specification

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Module Code	ONL704
Module Title	Integrated Communications
Level	7
Credit value	15
Faculty	Wrexham Business School
HECoS Code	100089
Cost Code	GABP
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
MBA (Online)	Core
MBA Human Resource Management (Online)	Core
MBA Marketing (Online)	Core
MBA Finance (Online)	Core
MBA Project Management (Online)	Core
MBA Health Management (Online)	Core
MBA Entrepreneurship (Online)	Core
MBA Big Data (Online)	Core
MBA Cyber Security (Online)	Core
MBA Psychology (Online)	Core

Breakdown of module hours

Learning and teaching hours	15 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	15 hrs
Placement hours	0 hrs
Guided independent study hours	135 hrs
Module duration (Total hours)	150 hrs

Module aims

The aim of this module is for you to develop your understanding of the value of internal and external communications, and how these support the building of sustainable relationships and delivering customer value. To develop your ability to design and evaluate integrated marketing communication (IMC) strategies, apply brand management concepts, and enhance stakeholder relationships to drive organisational performance.

Module Learning Outcomes

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

1	Critically analyse the components of the marketing communications mix and their role in brand management.
2	Design and evaluate an integrated marketing communications strategy aligned with organisational objectives.
3	Assess the impact of communication strategies in building stakeholder relationships and delivering customer value.

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.

Formative assessment for this module may include:

End of lesson questions or quizzes, to check knowledge at the end of each unit and module, feedback on subject discussion forums, sharing experiences in groups, self and peer assessment and one-minute papers, to demonstrate understanding and progress of subject knowledge, and improve learning.

Summative Assessment

Assessment 1:

You will critically evaluate an organisation's current IMC strategy, identifying strengths, weaknesses, and alignment with brand management principles. Peer reviewed academic sources must be cited and an academic reference list is required. Your reference list is not included in the word count.

Assessment 2:

This assessment is in two parts and is to be presented in one document as a short portfolio.

Part 1 – Written Assessment. Based on your findings from assessment 1, you will develop a strategic IMC plan that enhances stakeholder engagement and customer value while ensuring effective brand positioning

Part 1 – Written – Report. Following part 1, you will present a written report on the impact of developing a strategic IMC plan, how that improves stakeholder engagement, value, brand positioning and competitive advantage.

Peer reviewed academic sources must be cited, and an academic reference list is required. Your reference list is not included in the word count.

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1	Presentation	800	40%	N/A
2	2, 3	Portfolio	1,200	60%	N/A

Derogations

None

Learning and Teaching Strategies

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. On-line material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module.

There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a help-line for additional support and chat facilities through Canvas for messaging and responding.

Welsh Elements

Every student has the right to submit written work or examinations in Welsh. All Welsh speaking students have the right to a Welsh speaking tutor. Elements of the Welsh language and culture will be embedded throughout the module where possible.

Indicative Syllabus Outline

Integrated marketing communications and brand management
Developing effective
communication campaign plans



Digital and offline communications strategies
Consumer behaviour and stakeholder engagement
Corporate identity, reputation, and differentiation

Indicative Bibliography

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

Essential Reads:

Fill, C & Turnbull, S. (2023) *Marketing Communications*, 9th ed. Harlow, England; London: Pearson.

Other indicative reading:

Butkouskaya, V., Oyner, O. and Kazakov, S. (2023), 'The impact of omnichannel integrated marketing communications (IMC) on product and retail service satisfaction', *Journal of Economics, Finance and Administrative Science*, Vol. 28, No. 56, pp. 319-334. DOI: 10.1108/JEFAS-09-2022-0237.

Kerr, G., Valos, M., Luxton, S. and Allen, R. (2023), 'Understanding the link between an IMC technology capability and organisational integration and performance', *European Journal of Marketing*, Vol. 57, No. 8, pp. 2048-2075. DOI: 10.1108/EJM-05-2022-0373

O'Connor, C. and Moran, G. (2023) 'The challenge of skill development through "experiencing" integrated marketing communications', *Higher Education, Skills and Work-Based Learning*, Vol. 14, No. 3, pp.610-624. DOI: 10.1108/HESWBL-06-2023-0167

Srivastava, J., Malik, N., Sethi, D. and Tripathi, S.N. (2025), 'Impact of inclusive marketing communication on brand love and brand attitude', *Corporate Communications: An International Journal*, DOI: 10.1108/CCIJ-02-2024-0021

Wakefield, L. (2024), 'Conceptualizing ephemerality in online marketing communication for consumers and firms', *European Journal of Marketing*, Vol. 58 No. 6, pp. 1437-1462. DOI: 10.1108/EJM-05-2022-0366

Administrative Information

For office use only	
Initial approval date	25/01/2019
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