

## Module specification

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*Refer to guidance notes for completion of each section of the specification.*

Module Code	ONLM724
Module Title	Integrated Marketing and Communications Strategy
Level	7
Credit value	15
Faculty	FSALS
HECoS Code	100079
Cost Code	GABP

## Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MSc Marketing	Core

## Pre-requisites

None

## Breakdown of module hours

Learning and teaching hours	15 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>15 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	135 hrs
<b>Module duration (total hours)</b>	<b>150 hrs</b>

<b>For office use only</b>	
Initial approval date	29th July 2024
With effect from date	September 2024
Date and details of revision	
Version number	1

## Module aims

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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, marketing planning, and strategy. Emphasis is placed on understanding the role of advertising 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	Utilising academic theory and contemporary research, research, design and implement a market segmentation process on a particular product.
2	Design a package that incorporates the elements of the Marketing Mix principles and theoretical frameworks to satisfy an identified target market and potential customers and measure its effectiveness.
3	Critically evaluate the effectiveness of different traditional promotional tools in reaching target audiences and develop strategies to optimise their use for specific marketing objectives.
4	Critically analyse emerging digital and social media trends to identify contemporary promotional tools that are best suited for specific marketing objectives and target audiences.
5	Using relevant theoretical frameworks, develop a plan for an integrated marketing communications campaign for a product.

## Assessment

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Indicative Assessment Tasks:

### Formative Assessment

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

#### Assignment 1:

Learners are to develop an academic poster identifying an implementation plan for market segmentation and incorporating elements of the marketing mix. This poster will require application of academic theory to underpin the contents of the academic poster (Indicative word count – 750 words).

#### Assignment 2:

Learners are to complete a written portfolio of evidence which will include a critical evaluation of the effectiveness of traditional promotional tools, emerging digital and social media trends and develop a plan for an integrated marketing communications campaign. (Indicative word count – 2,250 words).

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Presentation	40%
2	3, 4, 5	Portfolio	60%

## Derogations

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None

## Learning and Teaching Strategies

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The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online 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 of 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 helpline for additional support and chat facilities through Canvas for messaging and responding.

## Indicative Syllabus Outline

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*Guidance, please provide indicative list*

Marketing Communication Strategies  
Integrated Marketing Communications Concepts  
Product, Price, and Place as Marketing Communication  
Market Planning and Analysis  
The Promotional Mix  
Contemporary Promotional Tools  
Planning an Integrated Marketing Communications Campaign

## Indicative Bibliography:

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Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*

### Essential Reads

Journal of Marketing  
Journal of International Marketing  
Journal of Business and Management  
International Journal of Business and Management  
Journal of International Economics  
International Trade Journal  
Journal of Business Research  
International Journal of Corporate Social Responsibility

### Other indicative reading

Clow, K. and Baack, D. (2015), *Integrated Advertising, Promotion and Marketing Communications*. 7th edition. Harlow: Pearson Education.

Fill, C & Turnbull, S. (2023), *Marketing Communications: discovery, creation and conversations*. 9th Edn. Harlow: Pearson Education.

Smith, P.R. and Zook, Z. (2016), *Marketing communications: Offline and Online Integration, Engagement and Analytics*. 6th edition. , London: Kogan Page.