

Module specification

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Module code	BUS5A18
Module title	Planning Marketing Campaigns
Level	5
Credit value	20
Faculty	SLS
Module Leader	Owen Dale
HECoS Code	100075
Cost Code	GAMG

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BA (Hons) Marketing & Business	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 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
Total active learning and teaching hours	30 hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	November 2021
With effect from date	September 2022
Date and details of revision	
Version number	1

Module aims

This module covers the planning of effective marketing campaigns and the processes for developing relevant marketing activities to influence customers.

The module comprises of three units: the first unit develops knowledge about the campaign planning process; the second unit develops the skills and knowledge to prepare and implement an effective marketing campaign plan; and the third unit develops knowledge and application skills to measure and monitor the results of marketing campaigns.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Explain and evaluate the process of planning a campaign
2	Explain how to undertake an internal and external situational analysis
3	Assess how to develop a successful campaign plan
4	Describe how to implement a plan in practice
5	Evaluate the principles of monitoring a marketing campaign
6	Assess how to undertake a post campaign evaluation

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.

Organisation based project portfolio for a given scenario asking the student to plan a campaign that will either successfully acquire new customers, retain customers and build loyalty or build brand reputation. The portfolio comprises three tasks – a briefing paper, a campaign plan and a business report. (5000 words).

This portfolio is based on the current assessment for the Chartered Institute of Marketing (CIM) assessment for the Certificate in Professional Marketing.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3,4,5,6	Portfolio	100%

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 Planning Marketing Campaigns applies the University's Active Learning Framework (ALF) supporting accessible, and flexible learning.

Students studying Planning Marketing Campaigns will have access to multiple learning opportunities including face to face or 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 marketing campaigns . 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.

Indicative Syllabus Outline

Campaign Process

- Understand the process of planning a campaign
- Know how to undertake an internal and external situational analysis

Planning Campaigns in Action

- Know how to develop a successful campaign plan
- Understand how to implement a plan in practice

Campaign Success

- Understand the principles of monitoring a marketing campaign
- Know how to undertake a post campaign evaluation

Indicative Bibliography:

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

Essential Reads

Smith, P.R. and Zook, Z. (2019), *Marketing Communications: Integrating Offline and Online, Customer Engagement and Digital Technologies*. 7th ed. London: Kogan Page.

Other indicative reading

Fill, C. and Turnbull, S. (2019), *Marketing Communications: Touchpoints, Sharing and Disruption*. 8th ed. Harlow, Pearson.

De Pelsmacker, P., Geuens, M. and Van Den Bergh, J. (2017), *Marketing Communications: a European Perspective*. 6th ed. Harlow: Pearson.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative

Key Attitudes

Commitment
Curiosity
Confidence

Practical Skillsets

Digital Fluency
Organisation
Leadership and Team working
Critical Thinking
Communication