

Module specification

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

Module code	BUS7B29
Module title	Integrated Communications
Level	7
Credit value	15
Faculty	SLS
Module Leader	Dr Alexis Mason
HECoS Code	100089
Cost Code	GABP

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
MBA	Core
MBA Human Resource Management	Core
MBA Marketing	Core

Pre-requisites

A first degree and appropriate work experience

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
Total active learning and teaching hours	15 hrs
Placement / work based learning	0 hrs
Guided independent study	135 hrs
Module duration (total hours)	150 hrs

For office use only	
Initial approval date	29/06/2021
With effect from date	01/07/2021
Date and details of revision	
Version number	1

Module aims

To develop the student's ability to apply effective communication planning and brand management concepts. To provide an insight into the contribution to organisational performance made by enhancing sustainable stakeholder relationships and delivering customer value.

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

1	Present critical insights of the components of the marketing communications mix and brand management
2	Design and evaluate an integrated marketing communications mix
3	Identify appropriate techniques and resources to build cross functional relationships
4	Critically evaluate communications role in delivering value to a range of stakeholders

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 asked to present a report of their chosen organisations current IMC strategy, and design and critically evaluate a IMC. (Word count 2000)

Assessment 2: Students will prepare a presentation that evaluates communication strategies and cross-functional relationships within and organisation. Students should identify new strategies to improve business functions and stakeholder value. (Duration 20 minutes)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2	Written Assignment	50
2	2, 3, 4	Presentation	50

Derogations

None

Learning and Teaching Strategies

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Indicative Syllabus Outline

Cross functional relationships
 Communications management and responsibilities
 Communication campaign plans
 Consumer behaviour
 Branding and differentiation
 Integrated communications plans
 Digital communications mix
 Corporate identity and image

Indicative Bibliography:

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

Essential Reads

Fill, C & Turnbull, S. (2016) Marketing Communications: discovery, creation and conversations, 7th Edn, Pearson Education, Harlow.

Other indicative reading

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

Egan, J. (2011) Relationship marketing: exploring relational strategies in marketing. 4th edition. FT/Prentice Hall, Harlow.

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

Journals

Journal of Communication Management
Journal of Business Communication
Journal of Integrated Marketing communications

Websites:

Smart Insights: <http://www.smartinsights.com/>
Marketing Week: <https://www.marketingweek.com/>
Chartered Institute of Marketing : www.cim.co.uk

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. [Click here to read more about the Glyndwr Graduate attributes](#)

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency

Organisation

Leadership and Team working

Critical Thinking

Emotional Intelligence

Communication