

Module Code:	BUS7B4
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Module Title:	Integrated Communications
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Level:	7	Credit Value:	15
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Cost Centre(s):	GABP	<u>JACS3</u> code:	N210
		<u>HECoS</u> code:	100089

Faculty	SALS	Module Leader:	Dr Alexis Mason
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Scheduled learning and teaching hours	15 hrs
Guided independent study	135 hrs
Placement	0 hrs
Module duration (total hours)	150 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
MBA	✓	<input type="checkbox"/>
MBA Human Resource Management	✓	<input type="checkbox"/>
MBA Marketing	✓	<input type="checkbox"/>

Pre-requisites
A first degree with appropriate work experience

Office use only

Initial approval: 30/01/2020
 With effect from: 01/09/2020
 Date and details of revision:

Version no: 1

Version no:

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.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to**Key Skills**

1	Present critical insights of the components of the marketing communications mix and brand management	KS1	KS6
		KS2	KS7
		KS3	
2	Design and evaluate an integrated marketing communications mix	KS1	KS4,KS5
		KS2	KS7, KS8
		KS3	KS9,KS10
3	Identify appropriate techniques and resources to build cross functional relationships	KS1	KS5, KS6
		KS3	KS6,KS7
		KS4	KS8,KS9
4	Critically evaluate communications role in delivering value to a range of stakeholders	KS1, KS2	KS5,KS6
		KS3	KS7,KS8
		KS4	KS9,KS10

Transferable skills and other attributes

Use information and knowledge effectively
 Solve complex problems using appropriate models and theory
 Communicate effectively using listening, oral written and media skills

Derogations

None

Assessment:**Indicative Assessment Tasks:**

Students will be required to undertake a review of their chosen organisation's current IMC strategy and subsequently prepare a report based on their findings which focuses on developing an appropriate and relevant IMC strategy for the company.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1	Report	25%	750
2	2,3	Report	25%	750
3	1,2,3,4	Report	50%	1500

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.

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:**Essential reading**

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

