

## Module specification

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Module code	BUS7B50
Module title	Integrated Communications
Level	7
Credit value	20
Faculty	SLS
HECoS Code	100089
Cost Code	GABP

## Programmes in which module to be offered

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Programme title	Is the module core or option for this programme
MBA	Core
MBA Human Resource Management	Core
MBA Marketing	Core
MBA Finance	Core
MBA Project Management	Core
MBA Health Management	Core
MBA Entrepreneurship	Core
MBA Hospitality and Tourism Management	Core
MBA Big Data Analytics	Core

## Pre-requisites

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None

## Breakdown of module hours

Learning and teaching hours	20 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>20 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	180 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>For office use only</b>	
Initial approval date	23/03/2022
With effect from date	01/09/2022
Date and details of revision	
Version number	1

## Module aims

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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

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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 organisation's current IMC strategy, and design and critically evaluate an IMC. (Word count 2500)

Assessment 2: Students will prepare a presentation that evaluates communication strategies and cross-functional relationships within an organisation. Students should identify new strategies to improve business functions and stakeholder value. (Duration 30 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

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None

## Learning and Teaching Strategies

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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

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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:

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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. Harlow: Pearson Education.

### Other indicative reading

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

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

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

### 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](http://www.cim.co.uk)

## **Employability skills – the Glyndŵr Graduate**

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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 Ethical

### **Key Attitudes** Commitment

Curiosity  
Resilience  
Confidence  
Adaptability

### **Practical Skillsets**

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication