

Module Title	Integrated Contemporary Communications
Course Title	BSc (Hons) Marketing with Digital BA (Hons) Marketing with Advertising & Digital Communications BSc(Hons) Digital Marketing (Digital Marketer Degree Apprenticeship)
School	<input type="checkbox"/> ASC <input type="checkbox"/> ACI <input type="checkbox"/> BEA <input checked="" type="checkbox"/> BUS <input type="checkbox"/> ENG <input type="checkbox"/> HSC <input type="checkbox"/> LSS
Division	Management, Marketing & People
Parent Course (if applicable)	
Level	5
Semester	1, 2 & 3 (Summer)
Module Code (showing level)	MMP_5_ICC
JACS Code (completed by the QA)	
Credit Value	20 credit points
Student Study Hours	Contact hours: 60 Student managed learning hours: 140 Placement hours: 0
Pre-requisite Learning	None
Co-requisites	
Excluded combinations	
Module co-ordinator	TBC
Short Description (max. 100 words)	This module explores the role of marketing communications in the digital era. Students are introduced to theoretical concepts related to developing and implementing an integrated communications plan across multiple on and offline platforms as well as the practical application of theory and data to real world situations. The role of marketing communications management within the business environment is examined as well as measure for controlling and measuring campaigns against stated objectives.
Aims	<i>The module aims to:</i> <ul style="list-style-type: none"> • enable students to understand the changing landscape of integrated marketing communication activities in domestic and global contexts • foster a critical understanding of the importance of marketing communications management and its contribution to overall business success

	<ul style="list-style-type: none"> equip students with the skills necessary to build an effective integrated communications plan designed to achieve specified objectives
Learning Outcomes	<p><i>On completion of this module a student should be able to:</i></p> <ul style="list-style-type: none"> analyse and critique integrated marketing communication strategies and tactics used by brands and companies domestically and globally collect, interpret and synthesize the relevant marketing information and data required to develop a marketing communications plan demonstrate analytical and problem-solving skills through effective application of appropriate decision-making tools, techniques and theory for the optimal management of marketing communications. demonstrate skills in written and oral communication, team working, planning, organisation and the use of integrated marketing communication digital and traditional tools and applications, to produce original creative campaigns
Employability	<p>Communication is a key area for any student wishing to pursue a career in marketing. The module prepares students for employment in both client-side and agency-side roles as well as government organisations, the not for profit sector and other public services.</p> <p>The module will prepare students for both a specialised or generalist career. Specialisations the module directly links in to include: Advertising, Experiential Marketing, Event Management, Digital Solutions, SEO, Creative Media, Project Planning, Online / Digital Communications.</p>
Teaching and learning pattern	<p>Contact hours includes the following: (please click on the checkboxes as appropriate)</p> <p> <input checked="" type="checkbox"/> Lectures <input checked="" type="checkbox"/> Group Work: <input checked="" type="checkbox"/> Seminars <input type="checkbox"/> Tutorial: <input type="checkbox"/> Laboratory <input type="checkbox"/> Workshops <input type="checkbox"/> Practical <input checked="" type="checkbox"/> VLE Activities </p>
Indicative content	<p>Integrated Marketing Communication theories Integrated Communications models Consumer analysis Online Communications Channels Offline Communications Channels Advertising – on and offline Promotion – on and offline Standardisation and adaption of Communications Messaging Strategy Objective formation</p>

	<p>Planning an integrated campaign Working with agencies Budgeting Control & measurement Ethical and Regulatory Considerations</p>
Assessment method	<p>Formative assessment:</p> <p>Group Formative Presentation</p> <p>Summative assessment: 100% coursework:</p> <p>SC1: Integrated Communications Plan based on a live brief 50% SC2: Academic Essay 50%</p>
Mode of resit assessment (if applicable)	<p>Summative assessment: 100% coursework:</p> <p>SC1: Communications Plan 50% SC2: Academic Essay 50%</p>
Indicative Sources (Reading lists)	<p>Core materials:</p> <p>Fill, A and Turnbull, S, (2019) <i>Engage, Marketing Communications</i>, 8th Ed. Pearson</p> <p>Clow, E and Baack D (2019), <i>Integrated Advertising, Promotion and Marketing Communication</i> 8th Ed. Pearson</p> <p>Optional reading:</p> <p>Juska, J (2018) <i>Integrated Marketing Communications, Advertising and Promotion in a Digital World</i>, Routledge</p> <p>Thomas, B (2016), <i>Advocate Marketing</i>. Pearson</p>
Other Learning Resources	<p>WARC Lynda.com Marketing Week PR Week www.smartinsights.com The Journal of Advertising Research Campaign</p>