

Unit Title	Integrated Marketing Communications
Programme(s)/Course	BA Marketing
Level	Five
Semester	Two
Ref No:	MCS-2-205
Credit Value	20 CAT Points
Student Study hours	Contact hours: 60 Student managed learning hours: 140
Pre-requisite learning	Introduction to Marketing
Co-requisites	
Excluded combinations	
Unit Coordinator [Name + e mail address]	John Egan eganj@lsbu.ac.uk
Parent Department	Business
Parent Course	BA Marketing
Description [100 words max]	This unit is intended to provide students with an insight into the theory and practice of Marketing Communications as <u>an integrated discipline</u> . It covers the broad range of methods companies employ to communicate with their many and varied audiences, including both traditional and less obvious tactics. By implication, the unit also covers the techniques used by companies to collect feedback and promote a two-way dialogue with customers and other stakeholder groups.
JACS Code	
Aims	To introduce students to the concepts and components of Integrated Marketing Communications. To develop a comprehensive understanding and knowledge of the means by which the various elements of promotional activity can be Integrated. To determine the methods by which organisations apply these elements and then measure the effect they have upon consumers/stakeholders. Encourage full student participation and discussion to reinforce learning

	outcomes and provide a link to specialist communication subjects to be taken in the final year.
Learning outcomes	<p>Knowledge and Understanding: Understand <i>communication theory</i> and how it applies to the development of the marketing communication process</p> <p>A2</p> <p>Take account of historical developments in the theories and methods of marketing communication and develop a synopsis of recent changes in social and economic environments and their effect on the continued development of marketing communication strategy. To gain an understanding of how the industry continually adjusts its efforts to such changes.</p> <p>A1</p> <p>Define and interpret the meaning of Integrated Marketing Communications (IMC) and use this interpretation to help assess marketing communication problems</p> <p>A5; A6</p> <p>Intellectual Skills: Analyse and assess specific Integrated Marketing Communication strategies developed and managed by firms marketing products and services domestically and internationally</p> <p>B1; B2</p> <p>Collect and interpret marketing information relevant to the development of a marketing communications plan. Then utilise this information to develop, create and propose an Integrated Marketing Communications strategy and set of tools as part of an assessed group project</p> <p>B3; B4; B5</p> <p>Practical Skills: Write and present to a good standard a report that combines marketing information, a recommended IMC strategy and examples of promotional tactics.</p> <p>C1; C3; C4; C6</p> <p>Improve general oral and written presentation and communication skills by; completing assessed work, contributing to seminar discussions and debates, participating in network or e-mail based dialogue and providing feedback to tutors and other students</p> <p>C3; C7; C8</p> <p>Improve knowledge and application of information technology by;</p>

	<p>utilising on-line, Internet and CDROM based information sources for project research, collecting and returning unit-related e-mail communications and referring to the network version of this unit guide, and using company web-sites and e-mail for general communications with professional bodies and organisations</p> <p>C5</p> <p>Appreciate and enhance use of PC based graphics packages and multimedia by producing and presenting professional standard written reports and oral presentations</p> <p>C5</p> <p>Come into contact with and practise using AV production equipment and editing facilities by producing video and/or audio examples of promotional tools proposed as part of the group project</p> <p>C5</p> <p>Transferable Skills: Developing further skills in critical assessment and evaluation by completing individual and group assessed case studies and a project, contributing to seminar discussions and providing feedback on the unit and its delivery</p> <p>D1; D2; D3; D4; D5</p> <p>Further practise in information retrieval and practical marketing research by completing the group task and conducting research to support individual assignments</p> <p>D6; D7;</p> <p>Further develop the ability to work as part of a team, and take on team-based responsibilities a part of a case study group for seminar work and as part of a project team for the group assignment</p> <p>D3</p>
Employability	<p>Graduates of Marketing who are successful in this unit may wish to work on the supply side of marketing communications. Agencies are increasingly specialising in distinct areas of marketing communications such as Public Relations, Experiential marketing, Direct Marketing, Sponsorship, Product Placement, Advertising, Sales Promotion, convergence marketing, the Internet or celebrity endorsements. Alternatively Full Service and A La Carte agencies are areas for employment. In today's global competitive environment, marketing is becoming increasingly vital to organisations of all types including not-for-profit organisations. Graduates would also be prepared for employment in Marketing Communications departments of product or</p>

	<p>service companies. These may be general marketing communications departments or in any one of a number of specialised departments in larger companies. Graduates who prefer a more generalist marketing career will have the added competitive advantage of specialised knowledge to enable effective client briefs to be presented to their chosen agency for effective and economic campaign execution.</p>
Teaching & Learning Pattern	<p>The traditional formula of lectures and seminars in an interactive environment will prevail as the primary methods of delivery in this unit. Within lectures, as well as the structured presentation of relevant content through slides and handouts, a combination of cases, examples, videos, promotional materials, class discussion and guest speakers will be used to help illustrate key points and assist in the practical understanding of the subject area.</p> <p>The seminar programme consists of weekly 2 hour seminars which have been organised so that students develop an understanding of this subject. The activities have been designed to be student led; often requiring students to pre-prepare information, discuss and debate current marketing communication practices. This programme uses case studies, contemporary issues presented as debate statements, group exercises and the sharing of student experiences of marketing communications to foster deep approaches to learning. The interactive sessions are designed to motivate students to crystallize thoughts about topics within this specialist subject, acting as accumulative knowledge inputs for assessed work. Students are provided with the opportunity to prepare and develop the depth of understanding required to fulfil both summative assessments.</p> <p>The group project is a tracking exercise that requires self selected teams of 4 or 5 to research and evaluate the marketing and promotion of a product or service currently available in the consumer or industrial UK marketplace. Acting as communications consultants, it is designed to test the team's research and IT skills and the ability to manage and present an Integrated Marketing Communications programme.</p> <p>Implied as part of this process will be access to and use of the technology needed to provide examples of the promotional tools which form a fully integrated programme of marketing communications.</p> <p>A range of blended learning techniques will also be implemented using blackboard to further support teaching and learning. These will involve individual reading and those intended to support group work. Students will be involved in activities such as outdoor marketing communications tracking exercises.</p>
Indicative content	<p>1. Marketing communication theory (lecture 2)</p> <p>This module introduces students to widely accepted models of communication theory and their application to the understanding and</p>

	<p>development of marketing communication strategy and promotional tactics. This module provides the basis and foundation for much of the work and material presented in the following modules below.</p> <p>2. Marketing Communications Planning (lectures 3 & 4)</p> <p>The emphasis is on a planning process. This utilises a planning model which seeks to determine the internal and competitive environment, set objectives, develop strategies and tactics and draw up an action plan.</p> <p>3. Communication tools and the IMC process (lectures 5 to 12)</p> <p>The largest component of this unit focuses upon the individual promotional tools at a company's disposal and the formulation of an integrated marketing communications plan. Key differences and characteristics of each component are discussed in order to build a profile of the extended promotional mix, including; Advertising, Sales promotion, Direct marketing, Digital marketing, PR, Personal selling and Ambient promotion.</p>				
Assessment method (Please give details – elements, weightings, sequence of elements, final component)	<p>100% coursework as follows:</p> <table> <tr> <td>Individual Literature Review</td><td>20%</td></tr> <tr> <td>Individual assessed essay:</td><td>40 %</td></tr> </table> <p>Group Report and presentation, of which: 40 %</p> <ul style="list-style-type: none"> i. Group presentation (50% of above marks) ii. Group Written report (50% of above marks) 	Individual Literature Review	20%	Individual assessed essay:	40 %
Individual Literature Review	20%				
Individual assessed essay:	40 %				
Indicative Reading	<p>CORE READING:</p> <p>Egan J (2007) <i>Marketing Communications</i> London Thomson Learning</p> <p>OPTIONAL READING:</p> <p>Chaudhuri A (2006) <i>Emotion and Reason in Consumer Behaviour</i> Heinemann, UK.</p> <p>Clow, K. E. & Baack, D. (2010) <i>Integrated Advertising, Promotion, & Marketing Communications, Global (4th) Ed.</i> Prentice Hall, USA</p> <p>De Pelsmacker P, Geuens M, & Van den Bergh J (2010) <i>IMC: Marketing Communications, A European perspective, 4th ed.</i> Prentice Hall, USA</p> <p>Dahlen M, Lange F and Smith T (2010) <i>Marketing Communications: A Brand Narrative Approach.</i> W. Sussex. John Wiley and Sons Ltd</p> <p>Fill C (2009) <i>Marketing Communications: Engagement, Strategies and</i></p>				

	<p><i>Practice 5th Ed.</i> Essex Pearson Education Ltd</p> <p>Lane, R., King, K. & Russell, T. (2011) <i>Kleppner's Advertising Procedure, 18th Ed.</i> Pearson Education, N.Y. USA.</p> <p>Moriarty, S, Mitchell N Wells W, (2009) <i>Advertising: Principles & Practice 8th Ed.</i> Pearson</p> <p>Ogilvy D (1995) <i>Ogilvy on Advertising</i> Prion</p> <p>Ogilvy D (2004) <i>Confessions of an Advertising Man</i> Southbank Publishing</p> <p>O'Shaughnessy J and O'Shaughnessy N J (2003) <i>The Marketing Power of Emotion</i>, Oxford, Oxford University Press</p> <p>O'Shaughnessy J and O'Shaughnessy N J (2004) <i>Persuasion in Advertising</i> Routledge</p> <p>Percy L and Elliott R (2009) <i>Strategic Advertising Management 3rd Ed.</i> Oxford, Oxford University Press</p> <p>Pickton D. & Broderick, A (2011) <i>Integrated Marketing Communications, 3rd Ed.</i> Pearson Education, UK</p> <p>Rossiter, J.R. and Bellman, S. (2005) <i>Marketing Communications: Theory and Practice.</i> Pearson Education, Australia.</p> <p>Scott Armstrong J (2010) <i>Persuasive Advertising: Evidence-based Principles</i> Palgrave-Macmillan</p> <p>Shimp, T. (2007) <i>Integrated Marketing Communications in Advertising and Promotion 7th Ed.</i> USA Thomson South Western</p> <p>Smith P R and Taylor J (2004) <i>Marketing Communications: An Integrated Approach, 4th Ed.</i> London Kogan Page</p> <p>Smilansky S (2009) <i>Experiential Marketing</i> Kogan Page Ltd</p> <p>Spence E and Van Heekeren B (2005) <i>Advertising Ethics</i> London Pearson Education, UK</p> <p>Walvis T (2010) <i>Branding With Brains</i> FT Prentice Hall</p> <p>Van Riel B.M. and Fombrun C.J. (2007) <i>Essentials of Corporate Communication.</i> London Routledge</p> <p>Yeshin T (2006) <i>Sales Promotion</i> London Thomson Learning</p>
Other Learning Resource:	<p><i>Publications</i></p> <p>Admap</p> <p>British Rate and Data (BRAD)</p>

	<p>Harvard Business Review Campaign (available online through Brand Republic – see Websites) International Journal of Advertising Journal of Advertising Research Journal of Marketing Communications Journal of the Market Research Society Marketing (available online through Brand Republic – see Websites) Marketing Week Media Week (available online through Brand Republic – see Websites) PR Week (available online through Brand Republic – see Websites)</p> <p>Websites</p> <p>www.abc.org.uk ABC, Audit Bureau of Circulations www.adbusters.org/campaigns Adbusters – spoof ads www.adassoc.org.uk Advertising Association www.asa.org.uk Advertising Standards Authority www1.bradinsight.com BRAD (British Rates & Data) http://www.brandrepublic.com Brand Republic bizednet.bris.ac.uk Business education resources / links www.cim.co.uk Chartered Institute of Marketing www.creativeclub.co.uk UK advertising archives www.dataprotection.gov.uk/dprhome Details of latest data protection laws www.dma.org.uk Direct Marketing Association www.itc.org.uk Independent Television Commission www.theidm.co.uk Institute of Direct & Digital Marketing www.ipr.press.net/ Institute of Public Relations www.isp.org.uk/ Institute of Sales Promotion www.rajar.co.uk Radio Joint Audience Research Ltd www.marketresearch.org.uk Market Research Society www.emerald-library.com Emerald library and journal resources advertising.utexas.edu/world/ Useful University of Texas site www.corporate-id.com/html/index.htm Corporate lists www.visit4info.com To view TV, Cinema and Press adverts www.warc.com World Advertising Research Centre</p> <p>Key Media Sites</p> <p>www.bbc.co.uk/news/business BBC Business Magazine/info www.itvplc.com Independent Television www.mediainfo.com Directory of newspapers on the net www.newslink.org Links to the media worldwide www.rtguide.beeb.com Guide to over 200 TV channels</p>
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