

Module	Integrated Marketing Communications
Course code	BABSH-IMC
Credits	5
Important notes	Available to students who have completed a marketing module or similar . Please be advised that this is an Elective Module and will run only according to demand .
Allocation of marks	40% Continuous Assessment 60% Final Examination

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Appraise the tasks involved in contemporary marketing communications
2. Demonstrate knowledge of how these marketing communications tools should be utilised to their best effect
3. Evaluate media trends, particularly online, which will impact on marketing communications.
4. Analyse the role of each element of the marketing communications mix in delivering on marketing goals.
5. Develop a marketing communications plan using a variety of communication tools to reach an identified target audience.

Module Objectives

Integrated Marketing Communications (IMC) provides an approach designed to deliver one consistent message to target markets through promotional activities that may span all different types of media. This module aims to develop learner's knowledge and skills in all areas of integrated marketing communications. The module emphasises media promotions such as advertising and PR and examines all aspects of the communications planning process.

Module Curriculum

Marketing Communications

- Introduction and overview
- The communications process
- Role of marketing communications
- Process of adoption and diffusion

Know your Audience

- Consumer decision making
- Audience information processing
- Segmentation, targeting and positioning for communication objectives

Online Marketing Communications

- The influence of technology on communications
- Website design principles (visitor behaviour)
- Marketing communications mix online
- Affiliate marketing
- Online communities

Advertising

- Models and concepts
- Purpose of advertising
- Message development and execution
- Media selection
- Media Planning
- Evaluation of advertising

Sales Promotions & Direct Marketing

- Role of sales promotion
- Strategic use of sales promotions
- Evaluation of sales promotions
- Direct marketing – database marketing
- Personal selling in the communications mix
- Multi-channel selling
- Evaluating sales performance

Public Relations & Sponsorship

- Characteristics of public relations
- Corporate PR vs. Marketing PR
- Role of PR
- Methods of PR
- Sponsorship objectives
- Types of sponsorship
- Evaluating PR and sponsorship