

Module code: MOD007203	Version: 2 Date Amended: 21/Mar/2022
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1. Module Title
Marketing Communications

2a. Module Leader
Michael George

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module is designed to give you an overall understanding of marketing communications and the part that it plays in marketing and in business success. You'll explore the role of communications and the integrated nature of modern advertising campaigns, the tools and techniques used in marketing communications, both online and offline whilst looking into how and why each tool is used. You'll analyse the advantages and disadvantages of each, illustrating how the tools interact with the other elements of the marketing mix and how they must all integrate to achieve vital synergy. The promotional planning process at the strategic, tactical and operational levels is identified and examined and applied. You'll gain the knowledge and skills which will enable you to pursue a career in the marketing industry and in particular marketing communications in either a company or agency. The assessment requires you to develop and demonstrate your theoretical knowledge, as well as to develop your skills in the application of this theory in the creation of marketing communications and the appropriate media formats. Your brief will be to develop your advertising campaign – live where possible - which you will present to a panel of experts (from the company when live). You can then take this feedback to reflect upon and improve your communications plan where necessary for the report submission.

Working in a team, you'll develop your skills and marketing knowledge, whilst exploring cultural trends, entrepreneurial opportunities and reflect on your own pitch and performance to develop a positive, creative experience.

For Distance Learners, working individually, you'll develop your skills and marketing knowledge, whilst exploring cultural trends, entrepreneurial opportunities and reflect on your own pitch and performance to develop a positive, creative experience.

6b. Outline Content

This module enables the students to develop their social capital by building rapport and working in a team using verbal, written and digital literacy skills. They will develop their knowledge in marketing, including technical and professional knowledge and be able to use this to identify enterprise opportunities. It will provide them with transferable skills drawn from their knowledge and experience and develop their creativity and innovative thinking. It will develop their cultural capital by developing their professional sensibility by presenting themselves in a culturally appropriate way, as well as by developing their knowledge of cultural trends for business and entrepreneurial opportunities. The students will also gain identity capital by reflecting on their advertising pitch and performance for the communications plan report; which could also develop their adaptability (psychological capital) by using a positive attitude to act on constructive criticism they may receive from their work. Working from the set brief they will also demonstrate creative thinking skills and cognitive ability for complex problem solving.

Key areas:

Communications theory, Branding, Media Buying, Planning and Marketing Communications Agencies, Targeting Audiences and Buyer Behaviour, Effects and Objectives, Tactics of Positioning, Relationship Branding, The Marketing Communications Mix, Message Processing and Creative Execution, The Marketing Communications Plan, International Marketing Communications, Advertising online and offline (integrated), Communications Media, Evaluating Marketing Communications.

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

N/A

7. Learning Outcomes (threshold standards)		
No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Identify and evaluate the role of integrated marketing communications and other uses of new technologies in gaining and maintaining different forms of competitive advantage;
2	Knowledge and Understanding	Identify a range of promotional techniques which can be used to achieve a set of marketing communications objectives;
3	Knowledge and Understanding	Understand the advantages and disadvantages of different communications tools;
4	Intellectual, practical, affective and transferrable skills	Work from a brief to produce and pitch (present) an integrated marketing communications plan;
5	Intellectual, practical, affective and transferrable skills	Work effectively in a team in a project development process;
6	Intellectual, practical, affective and transferrable skills	Illustrate how to analyse the needs of target markets and plan, implement and control marketing communication strategies.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2024/5	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	10	1-6	1 hour online rich materials, such as screencasts, podcasts, social media, videos, readings, as directed on canvas x 10 weeks
Other teacher managed learning	34	1-6	3 hour workshops x 10 weeks Pitch presentations (Element 010) 4 hours x 1 week
Student managed learning	256	1-5	Student Managed Learning: including time spent on online community and team meetings
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-6	70 (%)	Fine Grade	30 (%)
Group advertising campaign (to be presented approximately Week 8). The presentation can include film, audio and print media to allow for communication creativity. This will be presented as an agency pitch. (Groups should ideally be no smaller than 3 and no larger than 6)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-3 & 6	30 (%)	Fine Grade	30 (%)
2,000 word individual communications plan for the implementation of the campaign, identifying, detailing and justifying the communications they plan to use alongside the advertisement created previously.					
<p>In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).</p> <p>In addition, students are required to:</p> <p>(a) achieve the qualifying mark for each element of fine graded assessment as specified above</p> <p>(b) pass any pass/fail elements</p> <p>[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]</p>					