

Module code: MOD007669	Version: 2 Date Amended: 10/Jan/2022
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1. Module Title
Integrated Marketing Communications

2a. Module Leader
Outi Blackburn

2b. School
School of Management

2c. Faculty
Faculty of Business and Law

3a. Level
7

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

You'll use the full range of promotional mix tools, media and messages to examine the field of marketing communications, both online and offline. You'll be encouraged to appreciate the art of advertising by examining iconic print and TV advertising campaigns as well as examples of digital, viral and experiential communications. With a strong focus on employability, You'll be supposed to develop an understanding of digital marketing tools and techniques, and how traditional channels can support digital to achieve brand objectives. Legal and regulatory aspects of marketing communications will be covered, and you'll critically analyse communication campaigns across a range of contexts from business to consumer, business to business, charities, arts, tourism, public service, etc.

6b. Outline Content

Introduction to marketing communications; communications theory; the communications industry; ethics and regulations; customer processing and decision-making; relationships and communications; integrated communications and planning; objectives and positioning; branding; corporate identity and reputation; employer branding strategies; advertising; messages, symbolism, semiotics and creative approaches; traditional channels; digital channels, tools and techniques; sales promotion; public relations and sponsorship; direct marketing; personal selling; exhibitions; product placement; influencers; packaging; internal marketing communications; communications contexts; evaluating communications effectiveness.

For the assessment, students will have the opportunity to increase their employability skills with specific digital tools training and to create an integrated communications plan.

6c. Key Texts/Literature

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

6d. Specialist Learning Resources

None

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	Evaluate core communications theories and how they apply to the integrated communications mix;
2	Knowledge and Understanding	Assess the advantages and disadvantages of different types of communications;
3	Knowledge and Understanding	Predict the future impact of the legal and regulatory aspects of marketing communications;
4	Intellectual, practical, affective and transferrable skills	Reflect on the meaning and symbolism of advertising creative;
5	Intellectual, practical, affective and transferrable skills	Critique and compose a marketing communications strategy based on knowledge and theories to a variety of marketing contexts;
6	Intellectual, practical, affective and transferrable skills	Build digital skills to improve employability.

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	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	0	N/A	N/A
Other teacher managed learning	52	1-6	1 x 20 minute screencasts per week over 12 weeks making minimum of 4 hours Followed by; 2 hr Tutorials (face-to-face, with a SSR of 100:1) per 12 weeks Followed by; 2 hr Workshops (face-to-face, with a SSR of about 25:1) per 12 weeks
Student managed learning	248	1-6	Reading, session preparation, assessment preparation, research, writing. Including time spent on online community (e.g. padlet, which will be moderated weekly or about 40 minutes per week by module leader
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-5	70 (%)	Fine Grade	40 (%)
Communications Audit and Comparative Analysis (up to 4500 words)					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1 5 6	30 (%)	Fine Grade	40 (%)
Digital skills training from Google's Digital Garage or equivalent from LinkedIn Learning courses, with 1000 words evidence report and reflection on how this has improved employability skills (equivalent of 1500 words).					

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*).

In addition, students are required to:

(a) achieve the qualifying mark for each element of fine graded assessment as specified above

(b) pass any pass/fail elements

[* 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]