

MODULE DESCRIPTOR

MODULE TITLE	Campaign Planning and Strategy		
MODULE CODE	MK3040(L6)	CREDIT VALUE	20 credits
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to provide students with the necessary theoretical and applied knowledge to become professional practitioners and be able to plan campaigns within an integrated marketing communications framework. It will draw from the parallel module MK3120 Media Planning and Buying to inform the strategic decisions required. There is a strong applied focus using live campaign planning projects using a Live Client Project.

It provides an opportunity for students to demonstrate a command of their subject and to critically review current theory and practice. Students will use this to develop strategies in a live campaign planning client project. The module endeavours to provide a challenging and supporting learning environment for students by developing both their subject knowledge and their key skills in critical thinking, reasoning, team-working and management, appropriate to this vocational discipline.

MODULE CONTENT

INDICATIVE CONTENT

- The campaign planning process: traditional and relationship approaches
- Campaign planning in the new digital age
- International campaigns
- The brand and its expression
- Making effective use of the Market Information System and of Market Research
- Understanding the target audience
- Developing the Message to be on-target
- The campaign tools:
 - Advertising media
 - Sales promotion
 - PR and engagement
 - Sponsorship
 - Direct and interactive marketing
 - Social media
- Experiential marketing
- Understanding subliminal marketing approaches
- Corporate social responsibility
- Allocating the budget and maximising effectiveness

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Develop and critically justify strategic solutions in campaign planning to solve identified client problems.
 2. Critically reflect on their learning
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TEACHING METHODS

Students will learn from a combination of taught workshop sessions, mini lectures, practical exercises and by working both independently and in groups. Much of the learning will derive from the students' own research and preparation work. Critique may come both from their peers and from the tutor based upon both their oral and written contributions.

Students will enhance their skills in critical thinking and in using theory and current practice in developing their own practical skills by using a Live Client Project.

The assignment work will typically require students to work both in groups and individually: to look at Live Client Project material and develop ideas about the future IMC strategy for the company. In the group part they are thus replicating the situation in the workplace as if they were in an account team at an Agency. Students are given seminar support in enhancing and developing their knowledge of appropriate material and models to use to assess the Live Client Project company to develop new strategies; and to develop the thinking and reasoning skills to potentially solve problems. This requires that the student engages in meeting the requirements of Learning Outcome 1.

Students will reflect upon and justify the campaign approach taken in relation to alternative scenarios as informed by research in the current literature: both the academic literature and the business literature. Students will reflect upon their learning from the total experience in completing the assessments. This requires that the student engages in meeting the requirements of Learning Outcomes 1 and 2.

ASSESSMENT METHODS

This module is assessed through a Live Client Project (50%) and an Individual written piece of coursework (50%).