

MODULE DESCRIPTOR

MODULE TITLE	ADVERTISING AND MARKETING COMMUNICATIONS		
MODULE CODE	MK1006 (L4)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF BUSINESS MANAGEMENT		

MODULE AIMS

This module is the first of three designed to provide students with the necessary theoretical and applied knowledge to become professional practitioners in advertising and integrated marketing communications. Working in conjunction with MK1101 Marketing Principles and MK1002 Human Behaviour, it demonstrates how advertising and other forms of promotional communications can work within the marketing mix to influence people's perceptions of firms and brands and encourage the development of positive attitudes and purchase intentions.

Key theories of communications, purchase decision-making, adoption/diffusion, the personal and sociological influences on attitude formation and message creation will be exposed. Students will apply these theories to use in a variety of traditional and newer media and marketing communications methods forms.

MODULE CONTENT

Indicative syllabus content:

- The historical development of advertising and promotional communications
- The role and impact of advertising and promotional communications in society
- The role of communications within the marketing mix and in supporting the objectives of the business
- The IMC mix
- Public relations: characteristics of public relations, corporate public relations and marketing public relations, cause-related marketing, public relations methods and techniques, integration of public relations in the IMC mix
- The process of creating advertising and promotional communications
- Advertising agencies and other suppliers
- Traditional and newer media for advertising and promotional communications
- Legal, regulatory and ethical considerations for advertising and promotional communications
- Human psychology and behaviour related to promotional messages: perception, motivation, personal and environmental influences, attitude formation, decision-making, product adoption, message and adoption diffusion
- Segmentation, targeting and positioning in advertising and promotional communications
- Message creation
- Cognitive, affective and conative message strategies
- Appeals and symbolisation
- Evaluating advertising and promotional communications

INTENDED LEARNING OUTCOMES

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

1. Explain fundamental concepts of advertising and marketing communications.
2. Apply theory relating to advertising and promotional communications in a number of product and target group contexts.
3. Evaluate the appropriateness of using advertising or other forms of marketing communications in particular communications contexts.

TEACHING METHODS

The module is delivered in a flexible way to allow the appropriate use of time for different pedagogic methods including lectures, seminars, case study analysis, discussions and debates, guest speaker events and so on. The lectures introduce the students to fundamental concepts of advertising and marketing communications. Theory is illustrated by the use of a wide range of applied examples. The seminars allow the students to explore and apply theory presented in the lectures by the use of case studies, examples in various forms of current marketing communications practice, etc. The supportive framework of lectures and seminars assists the students in achieving learning outcomes 1, 2 and 3. The assessment consists of two elements, both testing the achievement of learning outcomes 1, 2 and 3. For the first assignment, the students complete a media analysis assignment. The second assignment asks students to recommend tools for an IMC campaign in response to a set scenario.

ASSESSMENT METHODS

This module is assessed through a media analysis, a context analysis and IMC recommendation.