

MODULE DESCRIPTOR

MODULE TITLE	CREATIVE COMMUNICATION		
MODULE CODE	MK3556 (L6)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

A clear understanding that elements of the best integrated marketing communication campaigns are based on highly creative concepts underpins this module which will be delivered largely using case studies.

It provides students with the opportunity to gain in-depth knowledge of the skills and attitudinal set that will enhance and focus their creative capacity whilst interpreting a commercial brief. It will also introduce students to some of the tasks they will regularly perform in an entry-level position in an agency or creative division of a company. The aim is to develop skills and a creative mindset used in developing a creative IMC campaign, be that using skills gleaned from advertising, marketing and public relations.

MODULE CONTENT

Indicative syllabus content:

- What is the big idea? Concept generation
- Creative communications in practice
- Creative communication techniques
- Contextual research
- Principles of creative design and copy
- Print and broadcast production
- Advertising appeals
- Copywriting strategies and execution
- The work of the advertising agency
- Message strategies and message framing
- Fear appeals, humour appeal, animation, sex appeal, music
- Publicity stunts
- User generated content (Crowd source, open source, friend source)
- Using ambassadors and influencers
- Use of metaphors, allegory, visual imagery, etc.
- Branded content
- International communications
- Creative content creation and design identity
- Viral marketing
- The brand persona
- Social media writing
- Fake news

INTENDED LEARNING OUTCOMES

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

1. Understand and analyse creative elements within an integrated marketed communication campaign
2. Develop the 'big idea' through creative thinking techniques and craft powerfully written copy for use with integrated marketing campaigns.
3. Critically reflect and evaluate activities and tasks when developing new skills and knowledge

TEACHING METHODS

The module will be delivered in a flexible way to allow the appropriate use of time for different pedagogic methods including mini-integrated 'online' pre-recorded lectures, online discussion boards, face-to-face workshops, case study analysis, in-class tutorials, skills development workshops, videos, debates and so on.

The assessment strategy mixes individual work and to a lesser extent group work. The first assignment uses a case study and the learner will interrogate, analyse and then understand the very essence of creative communications whilst also reflecting upon what they are learning.

The second assignment engages the learner in developing a radio advertisement/ IMC campaign within a group environment, emulating the work within a creative role in the marketing industry.

ASSESSMENT METHODS

This module is assessed through one Individual Coursework and one Group Coursework.