

## MODULE DESCRIPTOR

<b>MODULE TITLE</b>	Integrated Marketing Communications		
<b>MODULE CODE</b>	MK2005 (L5)	<b>CREDIT VALUE</b>	20 CREDITS / 10 ECTS
<b>SCHOOL</b>	SCHOOL OF BUSINESS AND MANAGEMENT		

### MODULE AIMS

This module offers students a sound understanding of both the theory and application of IMC. So that they can eloquently demonstrate their ability when discussing the uses of IMC in various types of organisations. In addition the students will understand the relationship between IMC and the achievement of marketing objectives. These skills and their knowledge will equip students for working within the industry.

### MODULE CONTENT

Indicative Content

- Introduction to marketing communications and IMC.
- IMC Strategy and frameworks.
- Customer and business context.
- Internal and external context.
- IMC planning.
- Marketing communications strategy.
- Managing marketing communications.
- Product and corporate branding.
- Marketing channels and management of suppliers.
- Relationship management.
- Sales promotion industry including codes of conduct and legal frameworks.
- Sales promotion, techniques and planning.
- Promotional objectives and positioning.
- Budgetary planning.
- Cross border communications.
- Sector specific communications.

### INTENDED LEARNING OUTCOMES

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

1. Evaluate the role of IMC and its importance in helping to achieve business objectives.
2. Demonstrate the ability to plan for and apply relevant communication strategies.
3. Critically analyse the appropriateness of specific IMC techniques in planning for internal and external communications.

### TEACHING METHODS

The module is delivered using lectures, seminars and tutorials.

There are three main teaching/learning strategies:

1. Exposure to theoretical and conceptual material in lectures. This will be illustrated with practical applied examples.
2. Application of the theories, models and tools of analysis and strategy formulation in seminar workshops.
3. Weekly online tutorials allowing for discussion and student questions.

Lectures, seminars and tutorials in combination assist the students in achieving learning outcomes 1, 2 and 3. The seminars are partly led by the students, where an important element

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is presentations on specific IMC tools. During the seminars, students build a portfolio of notes, which they use for their assessments. There are three elements of assessment. The students complete an audience profile and deliver a presentation. Additionally, the students are assessed in terms of active engagement and contribution during classes. The presentations are followed by a discussion led by the presenters. It is expected that those students attending the presentations have carried out background research on the topic and are in a position to actively contribute towards the discussion. All elements assess the achievement of learning outcomes 1-3 to varying degrees. All teaching, learning opportunities and assessments provide students with the opportunity to develop skills expected in the work-place.

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### **ASSESSMENT METHODS**

This module is assessed through a report on audience profile (60%) and a paired presentation (40%).