

Module Descriptor: BAM 304 Marketing Communications

<u>Module Name:</u>	Marketing Communications
<u>Level/Credits:</u>	Level 3, 15 Credits
<u>Module Aim:</u>	This module will familiarise students with the formulation, preparation and implementation of integrated marketing communications plans. Students examine and synthesis elements of the marketing communications mix and in order to generate original and innovative campaigns based upon briefs and scenarios. Previous, current and potential campaigns will inform the practical and theoretical content of the module.
<u>Learning Outcomes:</u>	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> ▪ Analyse the context in which marketing and corporate communications are to be implemented ▪ Formulate communications strategies for different types of organisations, products and services ▪ Manage the client-agency relationship ▪ Make a professional business presentation based upon a marketing communications brief. ▪ Generate innovative and creative marketing communications plans for clients.
<u>Curriculum Content:</u>	<p>Key areas in the module will include:</p> <ul style="list-style-type: none"> ▪ Definitions of marketing communications and integrated marketing communications ▪ The strategic role of branding ▪ The client-agency relationship ▪ Elements of the marketing communications plan, management and planning of a marketing campaign, specifically: <ul style="list-style-type: none"> ▪ Situation analysis ▪ Target market definition ▪ Setting objectives and determining positioning ▪ Push, pull and profile strategies ▪ Selecting and integrating elements of the marketing communications mix ▪ Evaluation of campaign success.
<u>Learning Strategy:</u>	Delivery of core concepts and theories will be 'front-loaded' to provide students with the knowledge and skills needed to develop their communications plans. Teaching and learning material will encourage the application of theoretical concepts to practical communications campaigns, using workshops, seminars, case studies and visual examples drawn from a variety of media.

<u>Assessment:</u>	Formative: The seminars will provide an opportunity for students to apply their skills and develop their knowledge and understanding of this subject area in an environment that allows for formative feedback both from the tutor and also from other students.
	Summative: Presentation (50%) Group presentation (typically 3 students) of a marketing communications plan to be prepared in response to a marketing communications brief for a client. Students work in groups and prepare a pitch for their client, based upon the brief. Examination (50%) A two hour open-book examination is to be undertaken individually and in order to test the student's ability to evaluate and apply core concepts introduced in the module, by requiring individuals to prepare a marketing communications campaign for an unseen client-based case study.