Marketing Communications

This module aims to:

- Consider and discuss the theory of communication and its impact on marketing messages
- Consider ethical issues involved in communications which can impact on the content of those communications
- Review the theory of communications and how consumers and businesses process information
- Look at the impact of new technology
- Identify the elements of communications strategy and management
- Look at the role and value of a business brand as a communications tool
- Review the media available
- Identify relevant measurement criteria
- Consider internal business communications

Learning outcomes

On completion of this module, students will be able to:

- apply understanding of the marketing communications industry
- analyse and assess the impact of economic factors on media industry decisions
- critically evaluate the regulatory environment as it impacts on marketing communication
- analyse the roles of media creators, consumers, advertisers and other professions using a media market model
- apply understanding of techniques to measure the contribution to a business of a successful marketing campaign

Syllabus

- An Introduction
- Ethical communications
- Customer information processing
- The impact of technology
- Strategy
- Corporate identity
- Financial management
- The role of advertising
- The media available

Learning and teaching methods

The learning and teaching methods for the module follow the intended online delivery strategy for the programme as a whole. The module will be delivered through the provision of specified reading materials on the virtual learning platform, which shall be supported by specified discussion forums and lecturecasts, and tutor support will be available to students via phone, email, and a fortnightly synchronous question and answer (Q&A) session.

<table>
<thead>
<tr>
<th>Description of unit of assessment</th>
<th>Length/Duration</th>
<th>Submission date</th>
<th>Weighting</th>
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<tbody>
<tr>
<td>Discussion contribution</td>
<td>2 weeks</td>
<td>End of Unit 2 and Unit 6</td>
<td>20%</td>
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<tr>
<td>Mid-module assignment</td>
<td>1,500-2,000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1,500-2,000 words</td>
<td>End of Unit 9</td>
<td>30%</td>
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<tr>
<td>Journal entries</td>
<td>300-500 words</td>
<td>Bi-weekly submission</td>
<td>20%</td>
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