Marketing Communications

<table>
<thead>
<tr>
<th>Module Code</th>
<th>MC</th>
<th>NQF level:</th>
<th>5</th>
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<tbody>
<tr>
<td>Credit Value</td>
<td>15</td>
<td>Study duration:</td>
<td>9 weeks</td>
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This module aims to:
- Understand the means by which an organisation promotes its products, services and ideas;
- Analyse effective communications through a wide range of media;
- Evaluate the key issues of marketing message, marketing audience, marketing channels, and the timing of 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
- Media market model
- Print media
- Digital media
- Radio and TV communication
- Consumer groups
- How consumers avoid unwanted advertising messages
- Measurement systems
- The regulatory environment

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>1500-2000 words</td>
<td>End of Unit 4</td>
<td>30%</td>
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<tr>
<td>End of module project</td>
<td>1500-2000 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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