



Module code	MC	NQF level	5
Credit value	15	Study duration	9 weeks

# 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.

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