

Module Details	
Module Title:	Marketing Communications
Module Code:	MAR7502-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
<p>To provide you with a good understanding of the key issues in marketing communications.</p> <p>To enhance your understanding of the key concepts and theories underpinning current practice in marketing communications.</p> <p>To enhance your understanding of the various communication methods open to companies, and the means of selecting and combining them to achieve marketing objectives.</p>

Outline Syllabus
<p>Overview of the Marketing Communications environment. The communication process. Response Hierarchies. Verbal and Visual techniques of persuasion. Creativity in Marketing Communication. Planning an Integrated Marketing Communications. Social and Technological</p>

drivers of change. Ethical issues. Regulations & controls. The benefits and challenges of achieving an Integrated approach to marketing communications. Communications theory. Advertising theory and Management. Media planning. Personal selling and negotiation. Sales promotion. Public relations. Sponsorship, Social Media, Branding and design

Learning Outcomes

1	<p>a. Demonstrate a critical awareness of the theory and practice of integrated marketing communications in contemporary commercial and consumer markets.</p> <p>b. Critically evaluate the key communications challenges facing organizations, appraise the marketing communications planning options and be able to propose customer focused solutions.</p> <p>c. Critically discuss the ethical issues related to marketing communications.</p>
2	<p>a. Critically analyse the marketing communications strategies of an organisation.</p> <p>b. Develop an integrated marketing communications strategy, recognising strengths and limitations of the various communication tools and media.</p>
3	<p>a. Demonstrate effective collaborative team-working skills.</p> <p>b. Effectively communicate your ideas, analysis and arguments, through written reports and verbal presentations.</p> <p>c. Demonstrate creative presentation skills.</p> <p>d. Effectively research information from various sources to enhance decision making.</p>

Learning, Teaching and Assessment Strategy

Lectures provide the information for you to build knowledge of marketing communications theory, current practice, and trends in the communications environment, and to enhance awareness of the marketing communications challenges within organisations. (learning outcomes 1a, 1b, 1c). Tutorials will provide you, working within groups, with the opportunity to develop your critical understanding of current communications theory and marketing practice through case study analysis (learning outcomes 1a, 1b,1c, 2a, 2b, 3a). Formative feedback given through tutorial group work will help you to develop collaborative and presentation skills (learning outcomes 3a, 3b, 3c). The students will be provided formative feedback on group presentation during the tutorial sessions. Directed study will encourage you to research data for your group assignment, practice the skills of marketing communications planning as you analyse performance of the business, and develop strategic solutions (learning outcomes 1a,1b,2a,2b, 3a, 3d)

Your learning is assessed by the development of a marketing communications plan for a company, presenting a 3000 words written report (Learning outcomes 1a,1b,2a, 2b,3a,3b, 3c, 3d);

Mode of Assessment

Type	Method	Description	Length	Weighting
Formative	Presentation	A presentation of the proposed marketing communications plan.	10 minutes	%

Summative	Coursework	Individual Marketing Communication Plan (3000 words)	0-3000 words	100%
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Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.