

MODULE SPECIFICATION PROFORMA

Module Title:	Integrated Communications	Level:	7	Credit Value:	20
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Module code:	BUSI704	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre:	GAMP	JACS3 code:	N215
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Trimester(s) in which to be offered:	1, 2	With effect from:	September 17
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School:	Business	Module Leader:	Tracy Powell
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Scheduled learning and teaching hours	33 hrs
Guided independent study	167 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
MBus Business	✓	<input type="checkbox"/>
MAccFin Accounting and Finance	✓	<input type="checkbox"/>
MBA Business	✓	<input type="checkbox"/>
MBA (Asset Management)		✓
MBA (International)		✓

Pre-requisites: None

Office use only

Initial approval August 16

APSC approval of modification (to include MBA suite) January 17

Version 2

Have any derogations received SQC approval?

N/A

Module Aims

To develop the students' ability to apply effective communication planning and brand management concepts. To provide an insight into the contribution to organisational performance made by enhancing sustainable stakeholder relationships and delivering customer value.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to		Key Skills	
1	Present critical insights of the components of the marketing communications mix and brand management	KS1	KS6
		KS2	KS7
		KS3	
2	Design and evaluate an integrated marketing communications mix	KS1	KS4, KS5
		KS2	KS7 KS8
		KS3	KS9, KS10
3	Identify appropriate techniques and resources to build cross-functional relationships	KS1	KS5, KS6
		KS3	KS6, KS7
		KS4	KS8, KS9
4	Critically evaluate communications role in delivering value to a range of stakeholders	KS1, KS2	KS5, KS6
		KS3	KS7,KS8
		KS4	KS9, KS10

Derogations

None

Assessment:

Please give details of indicative assessment tasks below.

Assessment 1 Students will be tasked with carrying out a review of their chosen organisation's current approach to integrated communications received by a range of stakeholders in the form of a presentation.

Assessments 2 requests students to prepare an individual report based on the organisation investigated in Assessment 1 that focuses on the practical application of marketing communication tools and develop a marketing communications plan.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration (if exam)	Word count (or equivalent if appropriate)
1	1, 4	Presentation	50%	20-mins	
2	2, 3	Report	50%		2,000

Learning and Teaching Strategies:

The learning and teaching strategy will consist of formal lectures to present theory, principles and practices which will form the foundation of the learning outcomes. Students will be encouraged to interact and contribute as a means of developing critical skills. Tutorials will be activity based using real world case studies and live examples to apply the theory into practice and develop their decision making and evaluating skills. In addition, students will be encouraged to undertake self-directed study and further research on selected topics to acquire additional perspectives which will provide them with a deeper understanding of the topics covered.

Syllabus outline:

Cross functional relationships
Communications management and responsibilities
Communication campaign plans
Customer media consumption
Branding and brand differentiation
Integrated marketing communication plans
Digital communications mix
Corporate identity and image

Bibliography:
Essential reading
Fill, C & Turnbull, S. (2016) Marketing Communications: discovery, creation and conversations, 7 th Edn, Pearson Education, Harlow.
Other indicative reading
Clow, K. and Baack, D. (2015) Integrated Advertising, Promotion and Marketing Communications, 7 th edition. Pearson Education, Harlow.
Egan, J. (2011) Relationship marketing: exploring relational strategies in marketing. 4th edition. FT/Prentice Hall, Harlow.
Smith, P.R. and Zook, Z. (2016) Marketing communications: Offline and Online Integration, Engagement and Analytics. 6th edition. Kogan Page, London.
Journals
Journal of Communication Management
Journal of Business Communication
Journal of Integrated Marketing communications
Websites:
Smart Insights: http://www.smartinsights.com/
Marketing Week: https://www.marketingweek.com/
Chartered Institute of Marketing : www.cim.co.uk
Chartered Institute of Public Relations: www.cipr.co.uk