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| Module Code: | ONL704 |
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| Module Title: | Integrated Communications |
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| Level: | 7 | Credit Value: | 15 |
|---|---|---|---|

| Cost Centre(s): | GABP | JACS3 code:<br>HECoS code: | N210<br>100089 |
|---|---|---|---|

| Faculty | FSLS | Module Leader: | Dr. Alexis Mason |
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| Scheduled learning and teaching hours | 15 hrs |
| Placement tutor support | 0 hrs |
| Supervised learning e.g. practical classes, workshops | 0 hrs |
| Project supervision (level 6 projects and dissertation modules only) | 0 hrs |
| **Total contact hours** | 15 hrs |
| Placement / work based learning | 0 hrs |
| Guided independent study | 135 hrs |
| **Module duration (total hours)** | 150 hrs |

| Programme(s) in which to be offered (not including exit awards) | Core | Option |
|---|---|---|
| MBA | ✓ | ☐ |
| MBA Human Resource Management | ✓ | ☐ |
| MBA Marketing | ✓ | ☐ |
| MBA Finance | ✓ | ☐ |
| MBA Project Management | ✓ | ☐ |
| MBA Health Management | ✓ | ☐ |
| MBA Entrepreneurship | ✓ | ☐ |
| MBA Cyber Security | ✓ | ☐ |
| MBA Big Data | ✓ | ☐ |
| MBA Psychology | ✓ | ☐ |
| MPA | ✓ | ☐ |

| MPA Finance | ✓ | ☐ |
| --- | --- | --- |
| MPA Project Management | ✓ | ☐ |

| **Pre-requisites** |
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| None |

| Module Aims |
| --- |
| To develop the student's 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. |

| Module Learning Outcomes - at the end of this module, students will be able to | |
| --- | --- |
| 1 | Present critical insights of the components of the marketing communications mix and brand management |
| 2 | Design and evaluate an integrated marketing communications mix |
| 3 | Identify appropriate techniques and resources to build cross functional relationships |
| 4 | Critically evaluate communications role in delivering value to a range of stakeholders |

| Employability Skills<br>The Wrexham Glyndŵr Graduate | I = included in module content<br>A = included in module assessment<br>N/A = not applicable |
| --- | --- |
| **CORE ATTRIBUTES** | |
| Engaged | I, A |
| Creative | |
| Enterprising | I, A |
| Ethical | I, A |
| **KEY ATTITUDES** | |
| Commitment | I, A |
| Curiosity | I, A |
| Resilient | I, A |
| Confidence | I, A |
| Adaptability | I, A |
| **PRACTICAL SKILLSETS** | |
| Digital fluency | I, A |
| Organisation | I, A |
| Leadership and team working | I, A |
| Critical thinking | I, A |
| Emotional intelligence | I, A |
| Communication | I, A |

| Derogations |
| --- |
| *None* |

| Assessment: |
| --- |

| Indicative Assessment Tasks: |
| --- |

Students will be required to undertake a review of their chosen organisation's current IMC strategy and subsequently prepare a report based on their findings which focuses on developing an appropriate and relevant IMC strategy for the company/organisation. Indicative word count for report 1 and 2 is 750 words, and 1,500 words for report 3.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
| --- | --- | --- | --- |
| 1 | 1 | Report | 25% |
| 2 | 2, 3 | Report | 25% |
| 3 | 1, 2, 3, 4 | Report | 50% |

| Learning and Teaching Strategies: |
| --- |

The overall learning and teaching strategy is one of guided independent study, in the form of distance learning requiring ongoing student engagement. Online material will provide the foundation of the learning resources, to support a blended approach, requiring the students to log-in and engage on a regular basis throughout the eight-week period of the module. There will be a mix of recorded lectures and supporting notes/slides, containing embedded digital content and self-checks for students to complete as they work through the material and undertake the assessment tasks. The use of a range digital tools via the virtual learning environment together with additional sources of reading will also be utilised to accommodate learning styles. There is access to a helpline for additional support and chat facilities through Canvas for messaging and responding.

| Syllabus outline: |
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Cross functional relationships
Communications management and responsibilities
Communication campaign plans
Consumer/service user behaviour
Branding and differentiation
Integrated communications plans
Digital communications mix
Corporate identity and image

| **Indicative Bibliography:** |
| --- |
| **Essential reading** |
| Fill, C. and Turnbull, S. (2016), *Marketing Communications: Discovery, Creation and Conversations.* 7th ed. Harlow: Pearson Education. |
| **Other indicative reading** |
| Clow, K. and Baack, D. (2015), *Integrated Advertising, Promotion and Marketing Communications*. 7th ed. Harlow: Pearson Education.<br><br>Egan, J. (2011), *Relationship Marketing: Exploring Relational Strategies in Marketing*. 4th ed. Harlow: FT/Prentice Hall.<br><br>Smith, P.R. and Zook, Z. (2016), *Marketing Communications: Offline and Online Integration, Engagement and Analytics.* 6th ed. London: Kogan Page.<br><br>Journals:<br>Journal of Communication Management<br>Journal of Business Communication<br>Journal of Integrated Marketing Communications<br><br>Websites:<br>Smart Insights:  http://www.smartinsights.com/<br>Marketing Week: https://www.marketingweek.com/<br>Chartered Institute of Marketing: http://www.cim.co.uk |