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MODULE DESCRIPTOR

Module Title

Marketing Communications

Reference	BS4121	Version	5
Created	February 2017	SCQF Level	SCQF 10
Approved	July 2013	SCQF Points	15
Amended	October 2017	ECTS Points	7.5

Aims of Module

To expand upon previously taught marketing theory in respect of marketing communications and promotional strategies, highlighting the individual elements, demonstrating the overall communications process, and specifying the role and responsibilities of the key players.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically examine and explain and compare the key elements of an integrated marketing communications strategy.
- 2 Assess the relative merits of alternative media, in terms of how they are presented, how consumers react to them and the impact achieved.
- 3 Formulate alternative methods of evaluation, measurement techniques and indicators.
- 4 Critically examine the role of marketing practitioners and how they interact with external consultancies.

Indicative Module Content

The communications process will be assessed, identifying the key stages, the principal players and central influences, after first reviewing how promotion relates to the overall concepts of marketing. The individual communications mix elements are then analysed in turn. Advertising, sales promotion, public relations and publicity, direct marketing and personal selling, sponsorship and design and packaging. The importance of research in the context of campaign planning and evaluation is emphasised throughout, and specific measures and methods are considered. The impact of information technology is a further common theme. Individual media are compared and assessed - the press, TV, Internet, radio, cinema, outdoor etc. The function and roles of marketing consultancies are looked at finally, including how they contribute to wider communication strategies.

Module Delivery

On the taught mode, this module will include lectures, tutorials, group work and directed independent learning. The module is also delivered using blended learning, whereby topics are introduced via online presentations including audio-visual content. The learning is then consolidated with monthly workshops.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	38	10
Non-Contact Hours	112	140
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	150
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	40%	Outcomes Assessed:	1, 3
Description:	Two open book questions relating to a case study				

Component 2

Type:	Examination	Weighting:	60%	Outcomes Assessed:	1, 2, 3, 4
Description:	Closed book examination				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The Module is assessed by two components: C1 - Coursework - 40% weighting. C2 - Examination - 60% weighting. Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
A	At least 70% on weighted aggregate and at least 35% in each component
B	At least 60% on weighted aggregate and at least 35% in each component
C	At least 50% on weighted aggregate and at least 35% in each component
D	At least 40% on weighted aggregate and at least 35% in each component
E	At least 35% on weighted aggregate
F	Less than 35% on weighted aggregate
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- EGAN, J., 2007. *Marketing communications*. London: Thomson Learning.
- FILL, C., 2009. *Marketing communications: interactivity, communities and content*. 5th ed. Harlow: Financial Times Prentice Hall.