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## MODULE DESCRIPTOR

### Module Title

Integrated Marketing Communications

Reference	CB2109	Version	1
Created	January 2018	SCQF Level	SCQF 8
Approved	July 2019	SCQF Points	15
Amended	June 2018	ECTS Points	7.5

### Aims of Module

To develop an understanding of marketing communications strategy and the effective use of marketing communications tools

### Learning Outcomes for Module

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

- 1 Examine and compare the key tools in an integrated marketing communications strategy
- 2 Assess the relative merits of traditional and digital media and the development of media strategies.
- 3 Appraise methods of evaluation and measurement techniques.
- 4 Evaluate the stages in the strategic marketing communications campaign planning process.

### Indicative Module Content

Integrated marketing communications strategy. Analysis of the different marketing communication tools; advertising, sales promotions, public relations, direct marketing, sponsorship, exhibitions, merchandising, packaging, branding and guerrilla marketing techniques. Traditional and digital media, the media planning and buying process and media evaluation.

### Module Delivery

This is a lecture based course supplemented with tutorial sessions. Students are expected to prepare for tutorials and contribute to the discussion of the tutorial topics. Student centred learning takes the form of directed reading and preparation for tutorial work.

### Indicative Student Workload

	Full Time	Part Time
Contact Hours	33	N/A
Non-Contact Hours	117	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<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: 100% Outcomes Assessed: 1, 2, 3, 4  
 Description: Individual Written Assessment

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

Module Pass Mark = Grade D (40%)

Module Grade	Minimum Requirements to achieve Module Grade:
<b>A</b>	70% or above
<b>B</b>	60% - 69%
<b>C</b>	50% - 59%
<b>D</b>	40% - 49%
<b>E</b>	35% - 39%
<b>F</b>	0% - 34%
<b>NS</b>	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**

- 1 FILL, C., 2011. *Essentials of marketing communications*. Harlow: Financial Times Prentice Hall.
- 2 FILL, C., AND TURNBULL, S. 2016. *Marketing Communications: discovery, creation and conversations*. 7th ed. Pearsons.