

MODULE DESCRIPTOR

Module Title

Integrated Marketing Communications

Reference	CB2109	Version	3
Created	February 2024	SCQF Level	SCQF 8
Approved	July 2019	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To develop an understanding of the role and effect of persuasive communication within a marketing context. The module aims to provide the student with the ability to comprehensively understand and critically evaluate components, processes and opportunities for effective marketing communications strategy and enhanced and sustainable use of marketing communications tools.

Learning Outcomes for Module

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

- 1 Identify and appraise methods of persuasive marketing communication.
- 2 Assess methods and stages of sustainable campaign concept development.
- 3 Examine and compare the key tools in an integrated marketing communications strategy.
- 4 Evaluate the stages and performance of a sustainable strategic integrated marketing communications campaign.

Indicative Module Content

Persuasive communications, integrated marketing communications strategy. Analysis of the different marketing communication tools; advertising, sales promotions, public relations, direct marketing, sponsorship, merchandising, packaging, branding and guerrilla marketing techniques. Traditional and digital media, the media planning and buying process and media evaluation. Sustainability issues within integrated marketing communications, ethical and sustainable brand positioning. This module aligns with several United Nations Sustainable Development Goals (UNSDG). Good Health and Wellbeing (UNSDG 3) and Responsible Consumption and Production (UNSDG 12) and Climate Action (UNSDG 13) in terms of - a focus on the psychological impact of persuasive consumption and effects of capitalism and risks of over-consumption, ethical and responsible communications practices, sustainable brand positioning, and sustainability issues related to the production of physical goods and dissemination of information. Gender Equality (UNSDG 5) is addressed in terms of messaging and consumer profiling. Reduced Inequalities (UNSDG 10) is examined in terms of accessible formats of communication. The module also engages students with UNESCO's Education for Sustainable Development Competencies (ESDC) including Anticipatory, Strategic and Collaboration, in terms of evaluating future change with regard to marketing communications standards, technologies and consumer expectations, complexities of multiple campaign systems and stakeholders, collectively developing innovative actions, and learning from others during group activities. Critical Thinking, and Systems Thinking competencies are engaged in terms of learning from and relating to others, the ability to question marketing communications practices in the context of societal issues, and deal with uncertainty within complex campaign performance evaluations. Integrated Problem-Solving is developed through the application of various frameworks to resolve a variety of campaign processes and challenges with peers, and Normative competency is engaged through the exploration of the multi-faceted contexts that intersect with marketing communications strategies.

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, and individual and group problem-solving; through critical evaluation of key marketing communications theories, industry trends and case studies, marketing communications research, and sustainability considerations.

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 Assessment

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
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

- 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.