

Module code	MKT7B7	Level	7
Module title	Marketing Communications Strategy	Credit value	20
Programme(s) on which the module is taught	MA Management and Finance	ECTS Credits	10
		Notional learning hours	200

1. Pre-requisite modules

None.

2. Module aims and objectives

Aim:

You'll engage in marketing communications open to you in the corporate and/or the start-up sectors today, but at a strategic level, with some considerations to measurable implementation.

Objectives:

- To enable you to critically analyse the meanings of brand ideas, campaign ideas and the development of the single-minded proposition;
- To develop your understanding and critical evaluation of Marketing Communications (frequently shortened to MARCOMS) between brand, product and service levels;
- To engage you in the strategic opportunities which 'CONTENT' offers corporates, family business or start-ups;
- To illicit you to investigate into user experience across any MARCOMS media.

3. Learning outcomes

Knowledge and understanding

Upon successful completion of this module:

A1: The student will demonstrate a systematic understanding and knowledge of management and other relevant business disciplines required to be an effective manager.

Skills

Upon successful completion of this module:

B2: The student will demonstrate the ability to analyse, distil and solve practical business management problems, in complex situations, through critical evaluation and sound judgement.

B3: The student will demonstrate flexibility and creativity in the application of knowledge in unfamiliar and ambiguous contexts; managing uncertainty and complexity and demonstrate an ability to synthesise ideas and information in innovative ways.
B4 Competency in essential practical skills to autonomously adapt performance and capabilities in multiple contexts.

B6: Incorporate a critical ethical dimension to their studies, managing the implications of ethical and cross-cultural issues and work proactively with others to formulate solutions.

B9: Further develop skills associated with working and delivering as part of a team.

4. Indicative content

The module is primarily concerned with your examinations of customer-user engagement in brands or companies, in the context of marketing communications, supported by a business' macro, micro market and industry situation analysis, and how marketing communications can be rationalized as a result of such evaluations.

Your critical evaluation and analysis will focus on brand and MARCOMS idea development, content and authenticity of content, sustainability development and the critical evaluation of competitive advantage and fact and value-based USP development in the lead-up to marketing communications.

The growing range of digital, non-digital and integrated marketing communications (IMC) will also be reviewed and what macro developments enable marketing communications' more rapid development on engagement, such as the shared economy and disruptive brand successes.

Theories, frameworks and models will be discussed to help analyse an organization's internal and external environments to make appropriate strategy choices and recommendations for future customer-user engagement, helping to serve organization direction and competitive scope to deliver competitive advantage through MARCOMS. The module will encompass organizations and environments in a global context.

5. Learning and teaching methods

- The teaching and learning strategy of this module is partly directive through formal lectures and seminars as well as through self-directed, independent learning, giving responsibility and management of the learning process to the student.
- This is primarily achieved through seminars where students are given the opportunity to demonstrate the extent to which they have understood the reading material for the module on a weekly basis, and how this relates to theory, concepts and principles delivered in the module.
- In addition, the teaching and learning strategy allows students to demonstrate continuing progress and assimilate knowledge and understanding.
- Students will undertake a formative strategy simulation to consolidate learning during the module.

Lectures – 2 hours

Lectures will provide theoretical content and analytical skills, which will be further developed in seminars using case studies as a means of framing theory in practice

context. Each week there will be one two-hour lecture. The lectures dovetail to seminars and cover one key topic of the syllabus on a weekly basis.

Seminars – 2 hours

Seminars provide context, application and understanding based on the content from the students' own research and reading. Students will apply the theory and convert the information to knowledge using a mix of both theoretical and practical skills. They will develop and practice skills in strategic analysis, choice and design, decision-making, and implementation, using appropriate tools, theories and methods in the context of exercises and case studies. Time will be made available in seminars for groups to undertake work on assignments.

20 credit module – 200 learning hours	
Directed learning	34 hours
Lectures	22
Seminars	12
Collaborative Learning	10 hours
Tutorials (1:1 and group)	10
Self-directed learning	156 hours
Preparation for class	38
Self-study after class	38
Preparation for assessments	20
Assessment (group and individual coursework)	60
Total	200

6. Assessment and relative weightings

Students will undertake formative case study assessments during seminars

Students will undertake a formative strategy simulation during the term to consolidate learning.

Assessment 1: Formative Group Analysis of what you understand to be a content or sustainability MARCOMS strategy – 0% TMM, Wk3.

In informal groups of no more than 6 individuals, you will present in person or by video (or both) using no more than 8 slides, what you believe to be content and/or sustainability MARCOMS and the ramifications for customers and industry. The presentation will last for no more than 15 minutes.

Assessment 2: Summative Group Analysis of a recent content-motivated MARCOMS campaign 'submitted presentation' – 50% TMM, Wk 7.

You will collectively analyse a recent, self-selected company's content-focused MARCOMS campaign. It will be important to choose a company where campaign information, third party analysis and data is searchable, using appropriate Regent's academic, contemporary, other databases and sources online.

MARCOMS strategy analysis is a process to evaluate the impact of companies' campaigns with its market, across any medium, but in the context of a content marketing focus. Strategic decisions made by senior marketing and MARCOMS agency executives have a significant impact on their companies'/clients' effect on customer/user engagement and relevant metrics, including ultimately, sales and market share. 'You're only as good as your last campaign' is an old MARCOMS gambit, and campaign effects are difficult to reverse in the short run should they represent undesirable results. You will need to work together in your own selected groups, which you will in the first 2 weeks, led by a team-selected volunteer captain, provide and type names in-class into bb announcements, under tutor supervision. Where individuals do not meet 'team standards', that those individuals are removed from the team after this assessment to then form a team with others in the same predicament.

Rationale for Assessment:

- To allow students to demonstrate the extent to which they have assimilated and synthesized the theory, concepts and principles delivered in this module, in particular the cognitive aspects of strategies in MARCOMS.
- To demonstrate, to a tight deadline, analytical, problem-solving, decision-making, team-working, cross-cultural/ interpersonal, organizational, planning and implementation skills.

Students will submit a presentation which reflects individual performance in a group experience, to provide learning outcomes and task accomplishments, which is consistent with experimental, student-centered learning.

Assessment 3 Summative: Individual analysis of a selected company and wider content focus – 50% TMM, Wk11.

Students will produce a detailed marketing communications strategy, developing a brand/campaign single-minded proposition, using a supplied, real-world industry-based 'Creative Brief'. The report length will not be word-counted but will need to be a maximum of 10 pages in Arial 11.5, with limited or no appendices permitted, and not including Harvard Referencing.

Rationale for Assessment:

- To allow students to demonstrate the extent to which they have understood the reading material for the first half of the course and how the case relates to the theory, concepts and principles delivered in the module.
- To give students the opportunity to apply theoretical concepts, but in real world situations and undertake critical evaluation of the marketing communications and content focus opportunities to develop strategies for improved customer-user engagement in a proposed campaign.
- To give students experience in writing and presenting complex business issues in a structured business report format.
- Students will have to submit a Creative Brief which reflects individual performance in a group experience, to provide learning outcomes and task accomplishments, which is consistent with experimental, student-centered learning.

7. Mapping of assessment tasks for the module					
Assessment tasks	A1	B2	B3	B6	B9
Summative Assessment - - Group Analysis of a recent content-motivated MARCOMS campaign 'submitted presentation'	✓	✓	✓	✓	✓
Summative Assessment - Individual analysis of a selected company and wider content focus	✓	✓	✓	✓	✓

8. Key reading

Core Textbook

Moriarty S, Mitchell, N, & Wells, W 2015, *Advertising & IMC: Principles & Practice*, n.p.: Harlow: Pearson, 2015., Regent's University London Library Catalogue, EBSCOhost, viewed 22 May 2018.

Supplementary references

Pulizzi, J 2014, *Epic Content Marketing: How To Tell A Different Story, Break Through The Clutter, & Win More Customers By Marketing Less*, n.p.: New York: McGraw-Hill Education, 2014, Regent's University London Library Catalogue, EBSCOhost, viewed 22 May 2018.

Friedman, T. L. (2006) *The World is Flat: The Globalized World in the Twenty-First Century*, Penguin Group, London/New York 978-0-141-03489-8

Soros, George (2002) *George Soros On Globalization*, Perseus, New York 1-903985-24-2

Fullmore, J. (1998) – *Behind the Scenes in Advertising*, London, AdMap.

Fullmore, J. (1998) – *More Bull More*, London, AdMap.

Vunderman, L. (1996) – *Being Direct*, New York, Random House.

Ackerman, F. & EDEN, C, (2012) *Making Strategy*, 2nd Ed., Sage, London.

Journals

Journal of Marketing, Chartered Institute of Marketing, Chartered Management Institute, Institute of Direct Marketing, The Grocer, Marketing, Marketing Week, PR Week, Campaign, The Economist, Financial Times, Harvard Business Review