

Module code	MPS707	Level	7
Module title	Marketing Communication	Credit value	20
Programme(s) on which the module is taught	MSc Marketing Psychology	ECTS Credits	10
		Notional learning hours	200

1. Pre-requisite modules

None.

2. Module aims and objectives

This module takes a twist on the traditional marketing communication that primarily focuses on consumer psychology, and instead, focuses on inter-organisational and business-to-business (B2B) communication. The focus of B2B is becoming increasingly important, as the structure and collaboration of organisations becomes more complex. In a digital age, there is a particular focus on the strategies for building professional B2B relationships and marketing one's services on social media. Thus, a company selling their products or services to another organisation can be a far more complex process than business-to-consumer (B2C).

With the increasing integration of different media platforms that organisations use, this module focuses on: strategies for streamlining marketing communications for B2B collaboration; the complexity of the client-agency relationship and organisational structures; and the psychology of persuasion, loyalty and managing attitude change in B2B.

3. Learning outcomes

A) Knowledge and understanding

Upon successful completion of this module, you will be able to demonstrate knowledge and understanding of:

- A2: Originality in the application of knowledge, together with a practical understanding of how established techniques of research and enquiry from marketing and psychology are used to create and interpret knowledge.
- A3: An understanding of the approaches and methods adopted in the study of marketing and psychology, and will use this understanding to research and investigate issues relevant to the two disciplines.
- A5: Their conceptual understanding of marketing and psychology and which enables the use of existing research and scholarship to identify new or revised approaches to practice.

B) Skills

Upon successful completion of this module, you will be able to:

- B2: Demonstrate self-direction and originality in tackling and solving problems at the interface of marketing and psychology, and act autonomously in planning and implementing related tasks.
- B3: Develop the ability to conduct research in marketing and psychology independently, and as part of a team through research design, the collection and analysis of qualitative and quantitative data, synthesis and reporting.
- B5: Develop effective communication: networking, listening, oral and written communication of complex ideas and arguments, using a range of channels/media.
- B6: Demonstrate an awareness and understanding of ethical issues in marketing and psychology; show awareness of corporate social responsibility and sustainability issues; and apply ethical and organisational values to situations and choices.

4. Indicative content

- Supply chain and stakeholder management
- Media planning: Targeting and B2B collaboration on media platforms
- Developing and pitching effective marketing communication plans
- Cognitive psychology and communication strategies
- Benchmarking, pricing strategies and distribution channels
- The client-agency relationship
- Integrated marketing communications
- Understanding the complexity of marketing organisations
- The psychology of persuasion, loyalty, influence and attitude change in B2B

5. Learning and teaching methods

This module integrates a variety of teaching and learning methods, which will then be tested through the assessments. The sessions will take place in the format of lectures, case study examinations, flipped classroom activities, simulations and seminars. The sessions will be designed in order to give students the opportunity to critically analyse key theoretical concepts, as well as critique conventional business models and marketing communications.

Students will be encouraged to work in small groups, acting as different stakeholders within different organisations. Although the sessions will be facilitated by the tutor, students will be expected to bring examples to classes and engage in peer evaluations where relevant.

This is an example of the notional learning hours for this module:

20 credit module – 200 learning hours	
Directed learning	40 hours
Lectures	10
Seminars	30

Collaborative Learning	10 hours
Tutorials (1:1 and group)	3
Guest Lecture Series	7
Self-directed learning	150 hours
Preparation for class	25
Self-study after class	35
Preparation for assessments	30
Assessment	60
Total	200 hours

6. Assessment and relative weightings

The assessments have been designed to give students the opportunity to re-enact the B2B marketing communication activities that are likely to occur in different organisations. In addition, students will apply the relevant theoretical and practical elements, demonstrating their ability to critically analyse B2B marketing communications. There will be a formative assessment for both components. The summative assessments consist of a group presentation and an individual report.

Formative assessment

Formative Assessment 1: Group Meeting

The purpose of this assessment is to replicate a B2B meeting. One half of the class will act as a team of Marketing Managers for Company A, who will develop a proposed marketing communications plan to sell their products services to Company B. This plan will be presented and circulated to Company B. The second half of the class will act as Company B, and will scrutinise the proposed marketing communications plan, suggesting ways in which the plan can be improved. This peer feedback and engagement will be a fruitful experience for students to bounce their ideas off of each other, prior to the summative presentations.

Assessment 2: Individual Submission

The purpose of this assessment is to outline some of the key theories relevant to marketing communication in B2B and to begin preparing for the summative case study.

Summative assessment

Assessment 1: Group Presentation (30% of TMM)

Students will work in groups of 3-4, acting as Marketing Managers. Students will be given a case study, where their company needs to select variety of materials, in order to produce a final product. Students will need to a) critically analyse which suppliers to select their materials from, based on how the companies have marketed themselves, and b) create a plan of how they will market their final product to other companies. This assessment gives students the opportunity to scrutinise the marketing communications activities of real companies, providing recommendations and solutions for how these can be improved.

Assessment 2: Individual Report (70% of TMM)

Students will select a case study for a branded product and write an individual report critiquing how it was marketed to other businesses (3,500 words). The report should be theoretically driven, focusing on marketing communication strategies and the psychology of persuasion in B2B.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes						
	A2	A3	A5	B2	B3	B5	B6
Group presentation	✓	✓		✓	✓	✓	
Individual report	✓		✓	✓	✓		✓

8. Key reading

Core text

Egan, J. (2015) *Marketing communications (2nd ed)*. London: Sage Publications Ltd.

Recommended texts

Blythe, J. and Zimmerman, A.S. (2005) *Business-to-business marketing management: a global perspective*. London: Thomson Learning.

Brennan, R., Canning, L. and McDowell, R. (2017) *Business-to-Business Marketing*. London: SAGE Publications.

Ellis, N. (2011) *Business to business marketing: relationships, networks and strategies*. New York: Oxford University Press Inc.

Fill, C. and McKee, S. (2012) *Business marketing face to face: the theory and practice of B2B*. Oxford: Goodfellow Publishers.

Jefkins, F. (1990) *Modern marketing communications*. London and Glasgow: Blackie and Son Ltd.

Lilien, G.L. and Grewal, R. (2012) *Handbook on business to business marketing*. Cheltenham: Edward Elgar Publishing Limited.

Yeshin, T. (1998) *Integrated marketing communications*. Oxford: Butterworth-Heinemann.

Journals

Journal of Business Research

Journal of Marketing Management

European Journal of Marketing

Journal of Marketing