

<b>Module code</b>	MKT508	<b>Level</b>	5
<b>Module title</b>	Online and Offline Integrated Marketing Communications	<b>Credit value</b>	20
<b>Common/Core/ Elective</b>	Core	<b>ECTS Credits</b>	10
		<b>Notional learning hours</b>	200
<b>Courses on which the module is taught</b>	BA (Hons) Business and Marketing	<b>Teaching Period</b>	Spring
	BSc (Hons) Digital Marketing and Analytics		

## 1. Module description

This module examines online and offline integrated marketing communications (IMC) from both 'client' and 'agency-side' perspectives. You'll explore this at a strategic level, supported by macro, micro and STP analysis, customer journey and insights. Your critical evaluation and analysis will focus on creative idea development and management, designing a big idea and a single-minded proposition, as well as crafting a creative brief and creative routes for brands' IMC.

It's designed to give you an understanding of the key models, theories and tools related to the process of creating and implementing an effective IMC strategy alongside the processes of planning and controlling the budget. The module looks at the changing cultures towards advertising in the digital media space, with the focus on key customer targets. It also equips you with an understanding of contemporary digital marketing tools such as VR, AR and AI.

## 2. Learning outcomes

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

### **Innovation (MLO 02)**

Analyse and develop value propositions for integrated marketing communications plans, combining curiosity and creativity.

### **Communication (MLO 05)**

Communicate effectively both orally and in writing, using integrated marketing communications principles in multicultural and/or international settings within unfamiliar and well-defined contexts.

### **Digital Data and Tools (MLO 06)**

Analyse and use digital tools and data pertaining to marketing communications to develop informed recommendations in a variety of social contexts

### **Discipline Knowledge (MLO 07)**

Examine and apply theories, concepts and facts in the field of integrated marketing communications relevant to the task

## 3. Learning and teaching methods, and reasonable adjustments

This module incorporates a variety of learning and teaching methods including workshops, individual and group tutorials, group work and discussion as well as self-directed

independent learning which will give you responsibility and management of the learning process. You will analyse live case studies and marketing campaigns as they unfold in the public domain. You will be involved in an interactive learning environment to encourage dialogue, discussion, and self-reflection and peer team/group learning.

<b>Learning hours</b>	
<b>Directed learning</b>	<b>48 hours</b>
Workshops/Classes	48
<b>Guided/Self-guided learning</b>	<b>152 hours</b>
<b>Total</b>	<b>200</b>

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

#### 4. Assessment, formative feedback and relative weightings

##### Assessment 1: Report

**Weight (%): 50%**

**Word Count or Equivalent: 2000 words**

Acting as an individual Marketing Communications Manager, you will critically analyse an online and offline IMC strategy of an existing brand of your choice and make appropriate recommendations in a report. In doing so, you will demonstrate the extent to which you have assimilated and synthesized the theory, concepts and principles delivered in this module.

##### Assessment: Presentation (Group Assessment)

**Weight (%): 50%**

**Word Count or Equivalent: 15 minutes presentation**

Acting as a marketing agency, you are asked to respond to a creative brief and produce an IMC plan focusing on both online and offline promotional activities for a new brand launch within an industry of your choice. This should be presented as a pitch to a client with the focus on key target market segments.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback

<b>Mapping of assessment tasks for the module</b>				
<b>Assessment tasks</b>	<b>MLO2</b>	<b>MLO5</b>	<b>MLO6</b>	<b>MLO7</b>
<b>Report</b>		X		X

<b>Presentation</b>	X	X	X	X
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### 5. Indicative resources

Ang, L., (2021) Principles of Integrated Marketing Communications, An Evidence- Based Approach, 2nd ed. Cambridge.

Clow, K.E., Baack, D. (2021) Integrated Advertising, Promotion, and Marketing Communications, Global Edition. 9th ed. Pearson.

Moriarty S, Mitchell, N, & Wells, W 2015, Advertising & IMC: Principles & Practice, n.p.: host, Harlow: Pearson, 2015., Regent's University London Library Catalogue, EBSCO.

Smith, P.R., Zook, Ze. (2019) Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies, 7th ed., Kogan Page.

**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.