

Module 26: Integrated Marketing Communications

Stage		3					
Semester		1 or 2					
Module Title		Integrated Marketing Communications					
Module Number		26					
Module Status		Elective					
Module ECTS Credits		5					
Module NFQ level		8					
Pre-Requisite Module Titles		Marketing					
Co-Requisite Module Titles		N/A					
Capstone Module?		No					
List of Module Teaching Personnel		Eilis O' Leary					
Contact Hours				Non-contact Hours			Total Effort (hours)
46				54			100
Lecture	Practical	Tutorial	Seminar	Assignment	Placement	Independent Work	
36		10		14		40	100
Allocation of Marks (Within the Module)							
	Continuous Assessment	Project	Practical	Final Examination	Total		
Percentage Contribution	40			60	100		

Intended Module Learning Outcomes

On successful completion of this module, the learner will be able to:

1. Appraise the tasks involved in contemporary marketing communications
2. Demonstrate knowledge of how these marketing communications tools should be utilised to their best effect
3. Evaluate media trends, particularly online, which will impact on marketing communications.
4. Analyse the role of each element of the marketing communications mix in delivering on marketing goals.
5. Develop a marketing communications plan using a variety of communication tools to reach an identified target audience.

Module Objectives

Integrated Marketing Communications (IMC) provides an approach designed to deliver one consistent message to target markets through promotional activities that may span all different types of media. This module aims to develop learner's knowledge and skills in all areas of

integrated marketing communications. The module emphasises media promotions such as advertising and PR and examines all aspects of the communications planning process.

Module Curriculum

Marketing Communications

- Introduction and overview
- The communications process
- Role of marketing communications
- Process of adoption and diffusion

Know your Audience

- Consumer decision making
- Audience information processing
- Segmentation, targeting and positioning for communication objectives

Online Marketing Communications

- The influence of technology on communications
- Website design principles (visitor behaviour)
- Marketing communications mix online
- Affiliate marketing
- Online communities

Advertising

- Models and concepts
- Purpose of advertising
- Message development and execution
- Media selection
- Media Planning
- Evaluation of advertising

Sales Promotions & Direct Marketing

- Role of sales promotion
- Strategic use of sales promotions
- Evaluation of sales promotions
- Direct marketing – database marketing
- Personal selling in the communications mix
- Multi-channel selling
- Evaluating sales performance

Public Relations & Sponsorship

- Characteristics of public relations
- Corporate PR vs. Marketing PR
- Role of PR
- Methods of PR
- Sponsorship objectives
- Types of sponsorship
- Evaluating PR and sponsorship

Reading lists and other learning materials

Belch, G.E. & Belch, M.A. (2012) *Advertising and Promotion, An Integrated Marketing Communications Perspective*. 9th Ed. Mc Graw-Hill Higher Education

Clow, K.E. Baack D.(2014) *Integrated Advertising, Promotion, and Marketing Communications*. 6th Ed. Pearson Higher Education

Fill, C.(2013) *Marketing Communications: Brands, Experiences and Participation*.5th Ed. Pearson Higher education

Fill, C., Hughes, G.& De Francesco,S. (2012) *Advertising; Strategy, Creativity and Media*. Pearson Higher Education

Journals:

Journal of Consumer Behaviour

Journal of Consumer Marketing

European Journal of Marketing

Journal of Consumer Research

Irish Marketing Review

Module Learning Environment

Active learning is encouraged through participative style lectures and tutorials. Moodle is used extensively and in addition, individual based case study analysis, video analysis and core texts are used to ensure a broad coverage of the topics. Tutorial groups will also be used to allow for discussion of certain topics in more depth.

Module Teaching and Learning Strategy

In class delivery includes videos, PowerPoint lecture notes and additional reading materials. While some traditional delivery of material takes place, learners are expected to be fully engaged, take notes and join in-class discussions.

For tutorials learners are expected to engage in preparatory work, which is made available through Moodle, in advance of each tutorial. The preparatory work forms the basis of in-class activity, with the emphasis on interactive discussions, participative group work and learning by doing in class.

Module Assessment Strategy

The marks for the module are divided between an individual piece of coursework weighted at 40%, with the remaining 60% of the marks been allocated to end of semester examination. Course work will typically entail the development of an integrated marketing communications brief outlining all aspects of the communications planning process. The continuous assessment takes the form of an individual assignment where learners are asked to devise an integrated marketing communications campaign that will solve the problems and/or opportunities posed in a marketing communications brief. This requires learners to provide detailed solutions in the following areas: creative strategy, media strategy, planning and scheduling; and implementation and evaluation plan.

Module Learning Outcomes - Assessment Matrix		
Learning Outcome	Assignment	Exam
1. Appraise the tasks involved in contemporary marketing communications		X
2. Demonstrate knowledge of how these marketing communications tools should be utilised to their best effect	X	X
3. Evaluate media trends, particularly online, which will impact on marketing communications.		X
4. Analyse the role of each element of the marketing communications mix in delivering on marketing goals.	X	
5. Develop a marketing communications plan using a variety of communication tools to reach an identified target audience.	X	