

IB365-15 Marketing Communications

20/21

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Yansong Hu

Credit value

15

Module duration

10 weeks

Assessment

50% coursework, 50% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This course aims to define the Promotional Mix - advertising, sales promotion, PR, sponsorship, personal selling and direct mail and to explain its role in marketing strategy. The emphasis is on advertising, PR and consumer behaviour in the context of communications, stressing the application of theory in practice, and the agency's role.

Module aims

This course aims to define the Promotional Mix - advertising, sales promotion, PR, sponsorship, personal selling and direct mail - and to explain its role in marketing strategy. The emphasis is on advertising, PR and consumer behaviour in the context of communications, stressing the application of theory in practice, and the agency's role.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

The Promotional Mix

Advertising and promotion management - the marketing objectives Creative promotion media strategy

Advertising research and evaluation
Public relations
The Promotional Mix and marketing strategy
Consumer behaviour and promotion
The role of qualitative/quantitative research in promotion strategy

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate knowledge and understanding of the marketing promotional toolkits and how they are used by marketing managers;
- Understand how to define and deploy the ingredients of the promotional mix.

Indicative reading list

Burnett, Promotion Management, Houghton Mifflin, 1993. Rossiter & Percy, Advertising and Promotional Management, McGraw-Hill, 1987. F Jefkins, Public Relations Techniques, Heinemann, 1988.

Subject specific skills

Develop effective promotional campaigns.
Produce PR and advertising plans.
Understand the role of the digital and social media in marketing communications.
Appreciate the value of integrated marketing communications.

Transferable skills

Written communication
Oral communication

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	10 sessions of 1 hour (7%)
Private study	58 hours (39%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

No private study requirements defined for this module.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group C3

	Weighting	Study time
Individual Assignment	50%	36 hours
Online Examination	50%	36 hours
Exam		
~Platforms - AEP		

- Answerbook Green (8 page)

Feedback on assessment

Feedback via My.WBS

[Past exam papers for IB365](#)

Availability

Pre-requisites

To take this module, you must have passed:

- All of
 - IB209-30 Marketing

Courses

This module is Optional for:

- UIBA-MN34 Law and Business Four Year (Qualifying Degree)
 - Year 3 of MN34 Law and Business Studies Four Year (Qualifying Degree)
 - Year 4 of MN34 Law and Business Studies Four Year (Qualifying Degree)
- UECA-3 Undergraduate Economics 3 Year Variants
 - Year 3 of L100 Economics
 - Year 3 of L100 Economics
 - Year 3 of L100 Economics
 - Year 3 of L116 Economics and Industrial Organization
 - Year 3 of L116 Economics and Industrial Organization
 - Year 3 of L116 Economics and Industrial Organization
 - Year 3 of L116 Economics and Industrial Organization
- UECA-4 Undergraduate Economics 4 Year Variants
 - Year 4 of L103 Economics with Study Abroad
 - Year 4 of LM1H Economics, Politics & International Studies with Study Abroad
 - Year 4 of LM1H Economics, Politics & International Studies with Study Abroad
- UECA-LM1D Undergraduate Economics, Politics and International Studies
 - Year 3 of LM1D Economics, Politics and International Studies
 - Year 3 of LM1D Economics, Politics and International Studies
- Year 3 of UETA-X3Q5 Undergraduate Language, Culture and Communication
- Year 3 of UIBA-MN31 Undergraduate Law and Business Studies
- UIBA-MN32 Undergraduate Law and Business Studies
 - Year 3 of MN32 Law and Business Studies (Four-Year)
 - Year 4 of MN32 Law and Business Studies (Four-Year)
- Year 5 of UIBA-MN37 Undergraduate Law and Business Studies (Qualifying Degree) with Intercalated Year
- UIBA-MN35 Undergraduate Law and Business Studies with Intercalated Year (3+1)
 - Year 3 of MN35 Law and Business Studies with Intercalated Year (3+1)
 - Year 4 of MN35 Law and Business Studies with Intercalated Year (3+1)
- Year 5 of UIBA-MN36 Undergraduate Law and Business Studies with Intercalated Year (4+1)
- USTA-G300 Undergraduate Master of Mathematics, Operational Research, Statistics and Economics
 - Year 3 of G300 Mathematics, Operational Research, Statistics and Economics
 - Year 4 of G300 Mathematics, Operational Research, Statistics and Economics
- Year 3 of UMAA-GL11 Undergraduate Mathematics and Economics

This module is Unusual option for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
 - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 3 of V7ML Philosophy, Politics and Economics (Tripartite)

This module is Option list B for:

- USTA-Y602 Undergraduate Mathematics, Operational Research, Statistics and Economics

- Year 3 of Y602 Mathematics, Operational Research, Stats, Economics
- Year 3 of Y602 Mathematics, Operational Research, Stats, Economics

This module is Option list G for:

- UPHA-V7ML Undergraduate Philosophy, Politics and Economics
 - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)
 - Year 2 of V7ML Philosophy, Politics and Economics (Tripartite)