

IB3L5-15 Developing and Communicating Powerful Brands

22/23

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Yansong Hu

Credit value

15

Module duration

10 weeks

Assessment

40% coursework, 60% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and Non-WBS Students.

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 web page](#)

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:

- Understand the marketing managers' use of the marketing promotional toolkit.
- Define and deploy the ingredients of the promotional mix.
- Link buyer behaviour with marketing communications.

Indicative reading list

Core text:

Patrick de Pelsmacker, Maggie Geuens, Joeri van den Bergh (2018). *Marketing communications: a European perspective*, Pearson, Sixth edition.

Other reading:

Berman, B., (2016). Planning and implementing effective mobile marketing programs. *Business Horizons*, 59(4), pp.431-439.

Krafft, M., Sajtos, L., & Haenlein, M. (2020). Challenges and Opportunities for Marketing Scholars in Times of the Fourth Industrial Revolution. *Journal of Interactive Marketing*, 51, 1-8.

Li, F., Larimo, J., & Leonidou, L. C. (2020). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 1-20.

Subject specific skills

Develop effective promotional campaigns.

Produce PR and advertising plans.

Understand the role of the web in marketing communications.

Appreciate the value of integrated marketing communications.

Transferable skills

Define and deploy the ingredients of the promotional mix.

Study

Study time

Type	Required
Lectures	10 sessions of 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

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 D2

	Weighting	Study time
Individual Assignment (15 CATS)	40%	29 hours
Online Examination ~Platforms - AEP	60%	44 hours

- Online examination: No Answerbook required

Feedback on assessment

Feedback will be provided via my.wbs.

[Past exam papers for IB3L5](#)

Availability

Pre-requisites

To take this module, you must have passed:

- All of
 - Any of
 - [IB117-15 Principles of Marketing and Strategy](#)
 - [IB148-15 Principles of Marketing](#)
 - [IB2C5-15 Foundations of Marketing](#)

Courses

This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 3 of N20B Management
 - Year 3 of N20B Management
 - Year 3 of N23K Management with Accounting
 - Year 3 of N234 Management with Digital Business
 - Year 3 of N235 Management with Entrepreneurship
 - Year 3 of N232 Management with Finance
 - Year 3 of N252 Management with Marketing
 - Year 3 of N23L Management with Strategy and Organisation
- Year 4 of UIBA-MN3C Law and Business Four Year (Qualifying Degree)
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N401 Accounting and Finance (Placement)
 - Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- Year 4 of UIBA-N1RA Undergraduate International Business with French
- Year 4 of UIBA-N1RB Undergraduate International Business with German
- Year 4 of UIBA-N1RC Undergraduate International Business with Italian

- Year 4 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
 - Year 4 of N20F International Management
 - Year 4 of N20F International Management
 - Year 4 of N20S International Management (with Accounting)
 - Year 4 of N20T International Management (with Chinese)
 - Year 4 of N20P International Management (with Entrepreneurship)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20U International Management (with French)
 - Year 4 of N20L International Management (with Marketing)
 - Year 4 of N20V International Management (with Spanish)
 - Year 4 of N20W International Management (with Strategy and Organisation)
 - Year 4 of N20N International Management with Digital Business
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N234 Management with Digital Business
- Year 3 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 5 of N20J Management (Foundation Year and Placement)
 - Year 5 of N20K Management (Foundation Year and UPP)
 - Year 5 of N23H Management with Digital Business (with Foundation Year and Placement Year)
 - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
 - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 4 of N23M Management with Accounting (with Foundation Year)
 - Year 4 of N23E Management with Digital Business (with Foundation Year)
 - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 4 of N23D Management with Finance (with Foundation Year)
 - Year 4 of N252 Management with Marketing
 - Year 4 of N254 Management with Marketing (with Foundation Year)
 - Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20B Management
 - Year 4 of N20D Management (Undergraduate Partnership Programme)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N20Q Management with Accounting (with Placement Year)

- Year 4 of N236 Management with Digital Business (with Placement Year)
- Year 4 of N237 Management with Entrepreneurship (with Placement Year)
- Year 4 of N232 Management with Finance
- Year 4 of N233 Management with Finance (with Placement Year)
- Year 4 of N253 Management with Marketing (with Placement Year)
- Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EOS Undergraduate Overseas Exchange
- Year 3 of UPXA-F3N1 Undergraduate Physics and Business Studies
- Year 4 of UPXA-F3N2 Undergraduate Physics with Business Studies
- Year 1 of UIOA-EUS Undergraduate USA Exchange