

IB3L5-15 Developing and Communicating Powerful Brands

23/24

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

Yansong Hu

Credit value

15

Module duration

10 weeks

Assessment

20% coursework, 80% 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.

1. The Promotional Mix
2. Advertising and promotion management - the marketing objectives
3. Creative promotion media strategy
4. Advertising research and evaluation
5. Public relations
6. The Promotional Mix and marketing strategy
7. Consumer behaviour and promotion
8. The role of qualitative/quantitative research in promotion strategy
9. How marketing communications are transformed by digital and social media

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 (2021). *Marketing Communications: a European perspective*, Pearson, Seventh 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 (scheduled sessions)	1 session of 1 hour (1%)
Online learning (independent)	10 sessions of 1 hour (7%)
Private study	47 hours (31%)
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 D3

	Weighting	Study time
Individual Assignment (15 CATS)	20%	15 hours
Online Examination ~Platforms - AEP	80%	58 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:

- Any of
 - [IB148-15 Principles of Marketing](#)
 - [IB152-15 Foundations of Marketing](#)
 - [IB2D6-15 Marketing in Practice](#)

Courses

This module is Optional for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 3 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CC Economics, Psychology and Philosophy (Behavioural Economics Pathway)
 - Year 3 of L1CD Economics, Psychology and Philosophy (Economics with Philosophy Pathway)
 - Year 3 of L1CE Economics, Psychology and Philosophy (Philosophy and Psychology Pathway)
- UPHA-L1CB Undergraduate Economics, Psychology and Philosophy (with Intercalated Year)
 - Year 4 of L1CG Economics, Psychology and Philosophy (Behavioural Economics Pathway) (with Intercalated Year)
 - Year 4 of L1CH Economics, Psychology and Philosophy (Economics with Philosophy Pathway) (with Intercalated Year)
 - Year 4 of L1CJ Economics, Psychology and Philosophy (Philosophy and Psychology Pathway) (with Intercalated Year)
 - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)
 - Year 4 of L1CB Economics, Psychology and Philosophy (with Intercalated Year)

This module is Unusual option for:

- UPHA-L1CA Undergraduate Economics, Psychology and Philosophy
 - Year 2 of L1CA Economics, Psychology and Philosophy
 - Year 2 of L1CA Economics, Psychology and Philosophy
 - Year 3 of L1CA Economics, Psychology and Philosophy