IB2MC-15 Integrated Marketing Communications

26/27

Department
Warwick Business School
Level
Undergraduate Level 2
Module leader
Yansong Hu
Credit value
15
Module duration
10 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students. To find detailed availability and to apply for this module, log in to my.wbs.ac.uk using your normal IT login details and apply via the my.wbs module application system. Once you've secured a place on my.wbs you should apply via your home department's usual process, which usually takes place via eVision. Note that you do not require the module leader's permission to study a WBS module, so please do not contact them to request it.
The aim of this module is to introduce students to the concept of integrated marketing communications (IMC) and the various ways in which marketing communications are employed by individuals and by organisations in both for-profit and non-profit contexts. Students will explore the principles of communication theory and are encouraged to reflect critically upon how they apply in the commercial field of marketing. Students are introduced to marketing communications strategy formulation and communications planning and will explore a range of promotional tools and techniques that can be employed individually, and in concert, to achieve specific communications objectives. They will also reflect upon what constitutes 'creativity' within the field of IMC and the importance of ethics and sustainability. Finally, students will explore ways of measuring the effectiveness of IMC campaigns and reflect critically upon both the value and the challenges associated with current measurement techniques.

This module will be taught using the 1+1+1 structure. One hour in-person lectures will be followed by one hour of directed student activity that is specifically formulated to prepare students for the tasks to be tackled in the one hour in-person seminar. Full details of the sessions and supporting resources will be available on the myWBS VLE and a full Talis reading list is available through the Warwick University Library Website.

Key features of this module include a grounding in contemporary marketing communications practice so that students not only develop subject-specific expertise but can practice important transferable professional skills. Examples and cases from current industry practice will be employed both as illustrations within lectures but also as the basis for challenges and tasks within seminar activity. The assessment strategy is purposefully grounded in industry-relevant practices and using real-life industry communication challenges.

Module web page

Module aims

The aim of this module is to introduce students to the concepts of 'communications' and 'integrated marketing communications' (IMC) and encourage them to think analytically and critically about the way communication strategy is employed by individuals and organisations to achieve specific marketing communications objectives.

Students will be encouraged to explore the multi-dimensional concept of communication and appraise the relevance of commonly cited models of communication within the contemporary marketing environment. They will review a range of communications techniques and promotional tools commonly employed in marketing and evaluate their relative strengths and limitations. Students will explore the concept of 'creativity', and reflect upon its role and importance in marketing and communication strategy. They will analyse the multiple ways in which 'creativity' might manifest itself and discussd the boundaries of creativity and the importance of ethics and sustainability when formulating a marketing strategy. Moreover, in addition to giving students an understanding of both the underpinning concepts and the practical tools in the field, students will be encouraged to synthesise these concepts in the creation of a full, integrated marketing communications campaign proposal.

Finally, this module aims to take an an authentic approach to delivery and assessment to facilitate the development of transferrable employability skills. Real cases and examples will be used throughout the module as illustration and the basis of discussion. Guest speakers from industry will be engaged as and where possible and relevant. Students will be encouraged to work in groups to develop communication and presentation skills. The artefacts that students will be required to generate as part of the assessment strategy will take a business-appropriate format.

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.

Integrated marketing communication as a strategic marketing tool

The marketing industry structure and the client/agency relationship

Models of communication and marketing communication

The marketing communication 'toolbox': traditional and contemporary media mixes

Omnichannel marketing communications planning and strategy

Creativity and creative tactics

Managing planned and unplanned communcation - paid, owned and earned media

International and cross cultural communication

Ethics and sustainability in marketing communication

Evaluation and control of integrated marketing communications campaigns

Learning outcomes

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

- Define key concepts, models and constructs applicable to the field of integrated marketing communication.
- Appraise the relative strengths and limitations of a range of tools and techniques that might be employed when implementing an integrated marketing communication strategy.
- Propose an approach to evaluate a given integrated marketing campaign.
- Demonstrate analytical and evaluative skills through the selection of appropriate tools and techniques in response to a specific communication challenge.

Indicative reading list

Reading lists can be found in Talis

Research element

Students are expected to undertake research using secondary sources in preparation for seminar exercises and to underpin and evidence their choices in the course of their assessment.

Interdisciplinary

This module should be available to non-WBS students who satisfy the pre-requisite requirements.

International

International and cross cultural communication will be addressed at various points over the course of the module.

Subject specific skills

Analyse a given communication environment and select appropriate target market(s).

Formulate a coherent and integrated marketing communication plan in response to a set of marketing communication objectives.

Analyse the ethics of communications choices and issues of sustainability and reflect critically upon those involved in a given integrated communications context.

Transferable skills

Information search and evaluation

Academic and professional communication skills

Group work skills

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 A1

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	58 hours	Yes (extension)
Reassessment component is the same			
Assessment component			
Group presentation Group video presentation	20%	15 hours	No
Reassessment component			
Individual Assignment 1500 word assignment in place of Group Work			Yes (extension)

Feedback on assessment

Feedback will be provided via my.wbs.

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

There is currently no information about the courses for which this module is core or optional.