Module Descriptor

Title	Marketing Communication		
Session	2026/27	**Status**	
Code	LNDN09006	**SCQF Level**	9
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**Business and Creative Industries**		
Module Co-ordinator	Dr Polly Sokolova		

Summary of Module

With relevance in the workplace at the heart of the syllabus, this module aims to offer students an insight into how integrated marketing communications models and concepts may be applied in varied international business scenarios.

The module will place an emphasis on case studies, many with an international perspective, and will seek to offer students analytical skills commensurate with a career in marketing communications.

Students will learn how to devise a detailed group-based communication plan including market assessment, competitor assessment, creative idea development, budgeting and media selection. The various stages of campaign development will be also covered in relation with respect to the key communications tools available.

Students will also assess creative agencies - in order to foster the skills necessary for contemporary career development within communications.

- Students will study how buyer behaviour and theories of communication influence the choice of communications tools for business, and how setting communication objectives, budgeting, the role of agencies and the selection of media all play a pivotal role in practice.

- In respect of the integrated marketing communications tools, students will be encouraged to take a critical perspective of IMC, transforming their learning to address advertising (including creative appeals), public relations, branding, sales promotion, direct marketing, digital marketing, and customer to customer communications (C2C) with emphasis on how tools may be synthesised.

Module Delivery Method	On-Campus[1] ☐	Hybrid[2] ☒	Online[3] ☐	Work -Based Learning[4] ☐
Campuses for Module Delivery	☐ Ayr ☐ Dumfries	☐ Lanarkshire ☒ London ☐ Paisley	☒ Online / Distance Learning ☐ Other (specify)	

Terms for Module Delivery	Term 1	☒	Term 2	☒	Term 3	☒
Long-thin Delivery over more than one Term	Term 1 – Term 2	☐	Term 2 – Term 3	☐	Term 3 – Term 1	☐

Learning Outcomes	
L1	Critically evaluate and interpret theoretical models and concepts within integrated marketing communications.
L2	Demonstrate the ability to develop creative communications ideas in relation to campaign development.
L3	Analyse practical integrated marketing communications tools such as advertising, public relations, sales promotion, and direct marketing.
L4	Research and investigate communications applications in respect of direct, digital and agency-based work.
L5	

Employability Skills and Personal Development Planning (PDP) Skills	
SCQF Headings	**During completion of this module, there will be an opportunity to achieve core skills in:**
Knowledge and Understanding (K and U)	**SCQF 9** Demonstrate a critical understanding of the key theoretical concepts within marketing communications. Display comprehension of the scope and nature of integrated marketing communications techniques.
Practice: Applied Knowledge and Understanding	**SCQF 9** Establish key practical skills relating to the organization of marketing communications.

[1] Where contact hours are synchronous/ live and take place fully on campus. Campus-based learning is focused on providing an interactive learning experience supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus contact hours will be clearly articulated to students.

[2] The module includes a combination of synchronous/ live on-campus and online learning events. These will be supported by a range of digitally-enabled asynchronous learning opportunities including learning materials, resources, and opportunities provided via the virtual learning environment. On-campus and online contact hours will be clearly articulated to students.

[3] Where all learning is solely delivered by web-based or internet-based technologies and the participants can engage in all learning activities through these means. All required contact hours will be clearly articulated to students.

[4] Learning activities where the main location for the learning experience is in the workplace. All required contact hours, whether online or on campus, will be clearly articulated to students

	Make use of investigative enquiry into the application of key communications tools.
Generic Cognitive skills	**SCQF 9** Demonstrate analysis of conceptual material within marketing communications. Investigate and synthesise academic and applied research material relating to integrated marketing communications.
Communication, ICT and Numeracy Skills	**SCQF 9** Exhibit fluency in oral and written communication. Make use of electronic material to aid investigation. Analyse and report on relevant industry data.
Autonomy, Accountability and Working with Others	**SCQF 9** Display the ability to work within peer teams. Demonstrate the ability to undertake research independently.

Prerequisites	**Module Code**	**Module Title**
	Other	
Co-requisites	**Module Code**	**Module Title**

Learning and Teaching	
In line with current learning and teaching principles, a 20-credit module includes 200 learning hours, normally including a minimum of 36 contact hours and maximum of 48 contact hours.	
Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:	**Student Learning Hours** (Note: Learning hours include both contact hours and hours spent on other learning activities)
Lecture / Core Content Delivery	15
Laboratory / Practical Demonstration / Workshop	20
Independent Study	165
Please select	
Please select	
Please select	
TOTAL	200

Indicative Resources
The following materials form essential underpinning for the module content and ultimately for the learning outcomes:

De Pelsmacker, P., Geuens, M., and Van Den Bergh, J., (2021) Marketing Communications – A European Perspective, Pearson, 7th Edition,. ISBN- 9781292327891 Details of further resources, including textbooks, journals and online resources will be identified at the beginning of each delivery in the module handbook and made available via Aula.
(N.B. Although reading lists should include current publications, students are advised (particularly for material marked with an asterisk*) to wait until the start of session for confirmation of the most up-to-date material)

Attendance and Engagement Requirements
In line with the Student Attendance and Engagement Procedure, Students are academically engaged if they are regularly attending and participating in timetabled on-campus and online teaching sessions, asynchronous online learning activities, course-related learning resources, and complete assessments and submit these on time. **For the purposes of this module, academic engagement equates to the following:** Attending online lextures and in-person workshops every week. Attendance will be monitored.

Equality and Diversity
The University's Equality, Diversity and Human Rights Procedure can be accessed at the following link: UWS Equality, Diversity and Human Rights Code.
(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)

Supplemental Information

Divisional Programme Board	**Marketing, Innovation, Tourism Events**
Overall Assessment Results	☐ **Pass / Fail** ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☒ **No** **If this module is eligible for compensation, there may be cases where compensation is not permitted due to programme accreditation requirements. Please check the associated programme specification for details.**
School Assessment Board	Undergraduate London SAB
Moderator	Daniel Muravsky
External Examiner	Dr Alvina Gillani
Accreditation Details	
Module Appears in CPD catalogue	☐ **Yes** ☐ **No**
Changes / Version Number	1

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
vinCritique (50% of the overall mark) based on applied topic.

Assessment 2
Group Presentation and Essay (50% of the overall mark)- The assessment will contain several elements that transcend theory and application, focusing on an integrated marketing communication campaign.
Assessment 3
(N.B. (i) Assessment Outcomes Grids for the module (one for each component) can be found below which clearly demonstrate how the learning outcomes of the module will be assessed. (ii) An indicative schedule listing approximate times within the academic calendar when assessment is likely to feature will be provided within the Student Module Handbook.)

Component 1							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Essay Critique	☐	☐	☒	☒	☐	50%	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Group Presentation and Essay	☒	☒	☐	☐	☐	50%	

Component 3							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
	☐	☐	☐	☐	☐		
Combined total for all components						100%	hours

Change Control

What	**When**	**Who**