Module Descriptor

Title	Marketing Communications Mix		
Session	2026/27	**Status**	Existing
Code	MARK09016	**SCQF Level**	9
Credit Points	20	**ECTS (European Credit Transfer Scheme)**	10
School	**School of Business and Creative Industries** **Business and Creative Industries**		
Module Co-ordinator	Rong Li		

Summary of Module

This module provides a deep understanding of concepts, theoretical frameworks, and practice focusing on marketing communications, communication tools (e.g., advertising, social media and digital marketing, sponsorship, public relations), and integrated marketing communications (IMC). The module equips students with skills of analysing the market and business environment, effectively applying theoretical frameworks to the marketing practice in the real business world, and justifying the marketing communication tools adopted by organisations, commensurate with a future career in the marketing area. Tutorials focus on case studies, designed to promote group discussion, build teamwork ethos, develop analytical and critical thinking, and practice an elevator pitch.

Upon completion of this module, students will learn how to develop an effective IMC campaign, including market analysis, setting communication objectives, considering budgets and factors affecting the campaign, developing creative marketing ideas, selecting and integrating effective communication tools, and measuring the effectiveness of tools.

This module fits within UNSDG 8, in promoting sustained inclusive economic growth, and UNSDG 4 in ensuring inclusive and equitable quality education and lifelong learning for all.

On completing this module, students will acquire Graduate Attributes through emphasising creativity, through becoming research minded and digitally literate and demonstrating reliance, independence and collaboration through the assessments.

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

Terms for Module Delivery	Term 1	x☒	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	Effectively apply theoretical frameworks and IMC to the real business world.
L2	Demonstrate the ability to develop an effective and creative marketing communication campaign
L3	Critically evaluate theoretical frameworks and concepts focusing on Integrated marketing communications
L4	Justify the integration of marketing communication tools applied such as advertising, social media and digital marketing, public relations, sponsorship.
L5	n/a

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 theories and frameworks related to marketing communications. Display comprehension of the theories and development of integrated marketing communications.
Practice: Applied Knowledge and Understanding	**SCQF 9** Establish practical creative skills related to marketing campaign development.

[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

	Develop skills of applying marketing communications tools to the real cases.
Generic Cognitive skills	**SCQF 9** Demonstrate analytical and critical thinking of concepts, theories and literature related to marketing communications. Evaluate and synthesise theories and literature related to integrated marketing communications.
Communication, ICT and Numeracy Skills	**SCQF 9** Exhibit fluency in verbal and written communication. Employ electronic material to aid research. Analyse and report relevant industry data.
Autonomy, Accountability and Working with Others	**SCQF 9** Display the ability to work in peer groups. Demonstrate the ability to conduct research independently.

Prerequisites	**Module Code**	**Module Title**
	Other Level 7 core Marketing module	
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. Students on a Graduate Apprentice programme will undertake the following teaching, 9 weeks of 2-hour lecture/Core content delivery online sessions and 3 weeks of 3 hour on-campus workshops (dates for on-campus sessions to be confirmed each term)	
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	24
Tutorial / Synchronous Support Activity	12
Asynchronous Class Activity	24
Independent Study	140
Please select	
Please select	
TOTAL	200

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

Fill, C. & Turnbull, S. (2023), Marketing communications: fame, influencers and agility Pearson, UK De Pelsmacker, P., Geuens, M., & Van Den Bergh, J. (2021), Marketing communications – A European perspective, Pearson, UK 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 the VLE.
(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:** For the purposes of this module, students should also reference the 'BCI Guidance on Implementation of the Revised Student Attendance and Engagement Procedure' which details the School attendance and engagement requirements and how this will be monitored for attendance.

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. The learning experience and environment is intended to be flexible and student-centred, aiming to deliver an interactive learning experience. The subject area and teaching / delivery approach supports the principles of EDI. To meet the diverse needs of our student body, we are dedicated to adapting learning experiences where required, providing flexibility and access
(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	☐ ☒ **Graded**
Module Eligible for Compensation	☐ **Yes** ☐ **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	BCI UG
Moderator	X. Guo.
External Examiner	E. Tsougkou
Accreditation Details	Chartered Institute of Marketing

Module Appears in CPD catalogue	☐ **Yes** ☒ **No**
Changes / Version Number	

Assessment (also refer to Assessment Outcomes Grids below)
Assessment 1
Marketing Portfolio (40%) The word count will align with the guidance in the Assessment Handbook
Assessment 2
Individual Report (60%) The word count will align with the guidance in the Assessment Handbook.
Assessment 3
n/a
(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**
Marketing Campaign portfolio	☒	☒	☐	☐	☐	40	

Component 2							
Assessment Type	**LO1**	**LO2**	**LO3**	**LO4**	**LO5**	**Weighting of Assessment Element (%)**	**Timetabled Contact Hours**
Individual Report	☐	☐	☒	☒	☐	60	

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

Change Control

What	**When**	**Who**
