

University of the West of Scotland

Module Descriptor

Session: 2023/24

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Status: Published

Title of Module: Marketing Communication

Code: LNDN09006	SCQF Level: 9 (Scottish Credit and Qualifications Framework)	Credit Points: 20	ECTS: 10 (European Credit Transfer Scheme)
School:	School of Business & 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					
Face-To-Face	Blended	Fully Online	HybridC	HybridO	Work-based Learning
	✓				

Work-based Learning

Learning activities where the main location for the learning experience is in the workplace.

Face-To-Face

Term used to describe the traditional classroom environment where the students and the lecturer meet synchronously in the same room for the whole provision.

Blended

A mode of delivery of a module or a programme that involves online and face-to-face delivery of learning, teaching and assessment activities, student support and feedback. A programme may be considered "blended" if it includes a combination of face-to-face, online and blended modules. If an online programme has any compulsory face-to-face and campus elements it must be described as blended with clearly articulated delivery information to manage student expectations

Fully Online

Instruction that is solely delivered by web-based or internet-based technologies. This term is used to describe the previously used terms distance learning and e learning.

HybridC

Online with mandatory face-to-face learning on Campus

HybridO

Online with optional face-to-face learning on Campus

Campus(es) for Module Delivery

The module will **normally** be offered on the following campuses / or by Distance/Online Learning: (Provided viable student numbers permit)

Paisley:	Ayr:	Dumfries:	Lanarkshire:	London:	Distance/Online Learning:	Other:
				✓		

Term(s) for Module Delivery

(Provided viable student numbers permit).

Term 1	Term 2	Term 3
✓	✓	✓

Learning Outcomes: (maximum of 5 statements)

On successful completion of this module the student will be able to:

- 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

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)	<p>SCQF Level 9.</p> <p>Demonstrate a critical understanding of the key theoretical concepts within marketing communications.</p> <p>Display comprehension of the scope and nature of integrated marketing communications techniques</p>

Practice: Applied Knowledge and Understanding	<p>SCQF Level 9.</p> <p>Establish key practical skills relating to the organization of marketing communications.</p> <p>Make use of investigative enquiry into the application of key communications tools.</p>	
Generic Cognitive skills	<p>SCQF Level 9.</p> <p>Demonstrate analysis of conceptual material within marketing communications.</p> <p>Investigate and synthesise academic and applied research material relating to integrated marketing communications.</p>	
Communication, ICT and Numeracy Skills	<p>SCQF Level 9.</p> <p>Exhibit fluency in oral and written communication.</p> <p>Make use of electronic material to aid investigation.</p> <p>Analyse and report on relevant industry data.</p>	
Autonomy, Accountability and Working with others	<p>SCQF Level 9.</p> <p>Display the ability to work within peer teams.</p> <p>Demonstrate the ability to undertake research independently.</p>	
Pre-requisites:	Before undertaking this module the student should have undertaken the following:	
	Module Code:	Module Title:
	Other:	
Co-requisites	Module Code:	Module Title:

* Indicates that module descriptor is not published.

Learning and Teaching	
<p>This module will be delivered via online lectures and face to face tutorial sessions. The lectures will set the scene for the week in terms of the marketing communication concepts that we will be considering. In your tutorials you will work with other students to explore these concepts in greater depth and establish how you can apply the knowledge gained from tasks completed here in your assessment submissions.</p>	
<p>Learning Activities During completion of this module, the learning activities undertaken to achieve the module learning outcomes are stated below:</p>	<p>Student Learning Hours (Normally totalling 200 hours): (Note: Learning hours include both contact hours and hours spent on other learning activities)</p>
Lecture/Core Content Delivery	15
Workshops	20
Independent Study	165
	200 Hours Total

Supplemental Information

**Indicative Resources: (eg. Core text, journals, internet access)

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 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)

Engagement Requirements

In line with the Academic Engagement Procedure, Students are defined as academically engaged if they are regularly engaged with timetabled teaching sessions, course-related learning resources including those in the Library and on the relevant learning platform, and complete assessments and submit these on time. Please refer to the Academic Engagement Procedure at the following link: [Academic engagement procedure](#)

Programme Board	Marketing, Innovation, Tourism & Events
Assessment Results (Pass/Fail)	No
Subject Panel	Marketing, Innovation, Tourism & Events
Moderator	TBC
External Examiner	TBC
Accreditation Details	
Changes/Version Number	1

Assessment: (also refer to Assessment Outcomes Grids below)

Assignment (essay worth 50% of the overall mark). The assignment will contain several elements that transcend theory and application, focusing on an integrated marketing communications campaign.

Critique (worth 50% of the overall mark) based on an applied topic.

(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 Handbook.)

Assessment Outcome Grids (Footnote A.)

Component 1

Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours

Essay	✓	✓			50	0
Component 2						
Assessment Type (Footnote B.)	Learning Outcome (1)	Learning Outcome (2)	Learning Outcome (3)	Learning Outcome (4)	Weighting (%) of Assessment Element	Timetabled Contact Hours
Review/ Article/ Critique/ Paper			✓	✓	50	0
Combined Total For All Components					100%	0 hours

Footnotes

A. Referred to within Assessment Section above

B. Identified in the Learning Outcome Section above

Note(s):

1. More than one assessment method can be used to assess individual learning outcomes.
2. Schools are responsible for determining student contact hours. Please refer to University Policy on contact hours (extract contained within section 10 of the Module Descriptor guidance note).
This will normally be variable across Schools, dependent on Programmes &/or Professional requirements.

Equality and Diversity

[UWS Equality and Diversity Policy](#)

(N.B. Every effort will be made by the University to accommodate any equality and diversity issues brought to the attention of the School)