

Marketing Communications

This module builds on students' prior understanding of marketing and examines the theories, principles and practices of integrated marketing communications. The roles and applications of marketing communications will be discussed, alongside the processes involved in planning, developing and evaluating marketing communication campaigns. The module will also examine the most common ethical tensions that arise out of the interplay between marketing communications and society.

Learning Outcomes

By the end of the module the student should be able to:

- Explain and apply the concept and practices of integrated marketing communications.
- Assess, compare and contrast a range of marketing communication tools and their roles in the marketing communications mix.
- Use various marketing communication theories to plan, develop and evaluate marketing communication strategies and tactics.
- Discuss ethical issues in marketing communications.

Assessment

Individual assignment, 2000 words (75%)

Group assignment (3-4 students), 2500 words (25%)