### COURSE DETAILS

**Course Code:** C19MC  
**Full Course Title:** Marketing Communications  
**SCQF Level:** 9  
**SCAF Credits:** 15  
**Available as Elective:** Yes

### DELIVERY LEVEL

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### COURSE AIMS

The aim of this course is to provide students with a thorough grounding in the techniques, issues and relationships involved in communicating with target audiences. The focus will be on using an integrated marketing communications approach and achieving a two way dialog with your customers rather than sending them promotional messages. It aims to give students a critical view of this area and highlight the importance of client/agency relationships.

### LEARNING OUTCOMES – SUBJECT MASTERY

- Understand Integrated Marketing Communications (IMC) concepts, frameworks and tools
- Understand the blend of ingredients in IMC such as advertising, sales promotion, and personal selling.
- To be aware of important influences in selecting and in the measuring of media and communications effectiveness
- Analyse complex problems and make critically sound recommendations and plans
- Apply key analytical frameworks and tools to the analysis of IMC problems, situations or cases;
- Locate and synthesise appropriate academic and practitioner resources on marketing topics

### LEARNING OUTCOMES – PERSONAL ABILITIES
• To understand the reason for the stages in the agency selection process.
• To be aware of the factors influencing advertising agency-client relationships.
• To know the structure of a communications plan (or advertising plan) and to be able to construct a plan for a given situation/problem scenario.

• Work independently and as a group member

• Plan, organise and prioritise work effectively.
• Work with others to utilise a range of resources

• Competently communicate and exchange ideas in both large and small group settings;
• Interpret, use and evaluate numerical and graphical data to set and achieve goals/targets

SYLLABUS

The syllabus covers a range of issues regarding the course topic. An indicative syllabus is as follows:

• Overview of Integrated Marketing Communications (IMC)
• How Marketing Communications works
• Marketing Communications Planning: Strategy and Messages
• Marketing Communications Planning: Media
• Branding and Positioning
• Evaluating IMC
• IMC media: Sales Promotion, PR and Personal Selling, Digital marketing communications
• Marketing Communications in context

COURSE RELATIONSHIPS

<table>
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<th>Course Code</th>
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<td>Fundamentals of Marketing</td>
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LOCATION AND ASSESSMENT METHODS

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