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

DELIVERY LEVEL
Undergraduate: Yes  Postgraduate Taught: No  Postgraduate Research: No
Additional Information:

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

Location and Assessment Methods

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