

Liverpool John Moores University

Warning: An incomplete or missing proforma may have resulted from system verification processing

Title: INTEGRATED MARKETING COMMUNICATIONS
Status: Definitive
Code: **7001BUSMK** (108301)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	Leader
Joseph McGrath	Y

Academic Level: FHEQ7
Credit Value: 15.00
Total Delivered Hours: 36.00
Total Learning Hours: 150
Private Study: 114

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Seminar	36.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	1 group presentation of an IMC campaign.	50.0	
Essay	AS2	1 individual essay.	50.0	

Aims

To empower students with knowledge of IMC, its component parts, the need for integration, and the methods to employ these for optimum benefit.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply branding, positioning and communications theories and models to the IMC process.
- 2 Critically evaluate the major advertising creative strategies and execution styles and apply these to design an IMC campaign.
- 3 Examine the financial context within which organizations measure brand equity and set and evaluate promotional spend.
- 4 Design a media plan, using reach and frequency models for optimum coverage.
- 5 Critically evaluate and apply a range of IMC support tools, including sales promotions, direct and on-line media, Public Relations, corporate communications, sponsorship, packaging and point-of-purchase materials.
- 6 Demonstrate professional presentation skills.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Group presentation	1	2	4	5	6
Individual essay	1	2	3	5	

Outline Syllabus

Introduction to integrated marketing communications, its underlying principles, and its relationship to marketing.

The communications process and models.

Promotional and media planning.

Financial statements and budgeting techniques relating to branding and advertising/promotional spend.

Advertising creativity, appeals, execution strategies and theoretical perspectives.

Sales promotions.

Direct and on-line marketing, web design and advertising, and metrics to measure.

PR and publicity, corporate communications and sponsorship.

Packaging and point-of-purchase merchandising.

Learning Activities

Interactive lectures, workshops, case study analysis, presentations, videos and private study.

Formative assessment via presentation with peer review.

References

Course Material	Book
Author	Belch, G E and Belch, M A
Publishing Year	2007
Title	Introduction to Advertising and Promotion
Subtitle	An Integrated Marketing Communications Perspective

Edition	
Publisher	McGraw-Hill
ISBN	

Course Material	Book
Author	Fill, C
Publishing Year	2006
Title	Marketing Communications
Subtitle	Contexts, Strategies & Applications
Edition	
Publisher	Prentice-Hall
ISBN	

Course Material	Book
Author	Shimp, T A
Publishing Year	2007
Title	Advertising, Promotion & Supplemental Aspects of IMC
Subtitle	
Edition	
Publisher	Dryden
ISBN	

Course Material	Book
Author	Journal of Advertising
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Advertising Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	International Journal of Advertising
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	

ISBN	
-------------	--

Course Material	Book
Author	Advances in Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Behaviour
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Consumer Research
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Journal of Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Psychology & Marketing
Publishing Year	0
Title	
Subtitle	
Edition	
Publisher	
ISBN	

Notes

The module looks in depth-at the range of IMC tools and will equip students to design an IMC campaign to launch a new brand, and to critically analyse a range of theoretical perspectives relating to IMC.

See What's "Advertising, Marketing, Promotion, Public Relations and Publicity, and Sales?". Advertising is specifically part of the "outbound" marketing activities, or activities geared to communicate out to the market, for example, advertising, promotions and public relations. ("Inbound" marketing activities are geared to communicate in from the market, and includes, for example, market research to learn about customers needs and wants.) Now quickly scan the list of subtopics and their order on this page to understand even more about Advertising.Â Introduction. Advertising and promotions is bringing a service to the attention of potential and current customers. Advertising and promotions are best carried out by implementing an advertising and promotions plan. Advertisement - Introduction - Are you planning to promote your newly started business OR just want to buy a new smart phone?Â Advertisement promotes and supplements selling of products, services, and ideas to a great extent. The most interesting part of an advertisement is " it carries factual information with fascinating emotional appeal. Hence, without a proper advertisement no business can prosper. What is a Buzz? The literal meaning of "Buzz" is " a low, continuous humming or murmuring sound." In the advertising sense, it is a technique of marketing. It is getting viral these days. Buzz marketing technique relies upon the power of one-on-one personal messages. Introduction to advertising & promotion : an integrated marketing communications perspective. Item Preview. remove-circle. Advertising and promotion are two marketing terms that often get used synonymously. Let's set the record straight and say that they are not the same thing, in fact, they are quite different. Both advertising and promotion are part of the marketing communications mix along with public relations, personal selling and direct marketing. This mix of marketing tools shows the dynamic approach marketers use to promote a business, venture or event.Â Most companies plan advertisements to get maximum exposure by assessing their target audience, the media platforms available to them (inside of the budget and applicable to the target audience), and the message they are trying to convey. These variables ultimately determine how the advertisement ends up reaching the public.