1. **Title of the module**

BUSN5460 (CB546) Marketing Communications

1. **School or partner institution which will be responsible for management of the module**

Kent Business School

1. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 6

1. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

1. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn or Spring

1. **Prerequisite and co-requisite modules**

BUSN3700 Introduction to Marketing

1. **The programmes of study to which the module contributes**

BSc Marketing and associated programmes

BA Business Top-up

1. **The intended subject specific learning outcomes.  
   On successfully completing the module students will be able to:**

8.1 demonstrate a systematic understanding of marketing communications theories and concepts;

8.2 deploy techniques to advertise new product to the market, based on a case study;

8.3 write a Marketing Communications Plan integrating the advertisement into a comprehensive new-product launch campaign;

8.4 integrate the theory-based marketing decisions with budget management, operational planning, group management and decision-making;

8.5 critically evaluate marketing communications tools;

8.6 apply the theory to develop analytical and decision-making skills in marketing communications applications.

1. **The intended generic learning outcomes.  
   On successfully completing the module students will be able to:**

9.1 demonstrate self-management skills

9.2 exercise personal responsibility and decision-making

9.3 work with others including people from different culture backgrounds

9.4 work in interdisciplinary areas

9.5 identify, analyse, and address both academic and practical problems

9.6 communicate effectively through oral and written presentations

1. **A synopsis of the curriculum**

The module will provide students with the tools of marketing communications. Specifically students taking this module will be able to evaluate strengths and weakness of marketing communications channels. Over the course of a term the module will provide students with an understanding of the principles, methods and strategies ofmarketing communications. The main tools of marketing communications will be discussed as well as their suitability and effectiveness:

Indicative topics are:

* The communications process
* Advertising
* Strategy and media planning
* Image, brand management and packaging
* Direct marketing
* Digital and interactive media
* Sales promotion, merchandising and point of sale
* Public relations and corporate identity
* Exhibitions, trade shows, product placement and sponsorship
* Personal selling

1. **Reading list (Indicative list, current at time of publication. Reading lists will be published annually)**

Fill, C. (2013) *Marketing Communications: brands, experiences and participation*, 6th ed., London: FT Prentice Hall.

Dahlén, M., Lange, F. and Smith T. (2010) *Marketing communications: a brand narrative approach*, Chichester: Wiley

Pickton, D. and Broderick, A. (2005) *Integrated Marketing Communications*, 2nd ed. London: Prentice Hall.

1. **Learning and teaching methods**

Total contact hours: 21

Private study hours: 129

Total study hours: 150

1. **Assessment methods**
   1. Main assessment methods

Presentation (20%)

Essay (4,500 - 5000 words) (80%)

13.2 Reassessment methods

Reassessment Instrument: 100% coursework

1. **Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section12) and methods of assessment (section 13)**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Module learning outcome** | *8.1* | *8.2* | *8.3* | *8.4* | *8.5* | *8.6* | *9.1* | *9.2* | *9.3* | *9.4* | *9.5* | *9.6* |
| **Learning/ teaching method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Private Study* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Lectures* | **x** |  | **x** |  | **x** |  | **x** | **x** |  | **x** | **x** |  |
| *Seminars* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |
| *Group presentation* | **x** | **x** |  | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |
| *Individual report/Essay* | **x** | **x** | **x** | **x** | **x** | **x** | **x** | **x** |  | **x** | **x** | **x** |

1. **Inclusive module design**

The School recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

1. **Campus(es) or centre(s) where module will be delivered**

Canterbury

1. **Internationalisation**

The module introduces students to the key concepts, theories and issues involved in marketing communications in an international business environment and is therefore core to the content, learning outcomes and assessments.

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**Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

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| --- | --- | --- | --- | --- |
| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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Revised FSO Jan 2018