1. **Title of the module**

BUSN9520 (CB952) Integrated and Digital Marketing Communications

1. **Division 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 7

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)**

Spring

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

BUSN9330 Marketing

1. **The course(s) of study to which the module contributes**

MSc Marketing; MSc International Business and Management; MSc Business Analytics

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

8.1 demonstrate systematic understanding of marketing communications theories and concepts in the digital age;

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

8.3 write a Marketing Communications Plan which integrates 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 traditional and digital marketing communications tools using a variety of case studies;

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

8.7 set and prioritise marketing communications outcomes and prepare plans for the achievement of these outcomes in the light of available resources;

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 people from different cultural backgrounds;

9.4 analyse and synthesise marketing communication issues;

9.5 identify and critically analyse topics in marketing communications;

9.6 communicate effectively to a variety of audiences and/or using a variety of methods

1. **A synopsis of the curriculum**

The module examines the main methods of marketing communications. Strengths and weakness of marketing communications channels will be analysed as well as their suitability and effectiveness. The module systematically evaluates the principles, methods and strategies of marketing communications. The role of message content, format and source will be discussed as well as psychological processes involved in consumers’ processing of and response to advertising. The module will discuss how different marketing communications platforms can be combined to reach specific objectives.

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 and sales management
* The implications of digital marketing communications are included in the above topics

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

Fill, C. and Turnbull, S. (2019) Marketing Communications: touchpoints, sharing and disruption, 8th ed, London, Pearson.

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

D. Chaffey, F. Ellis-Chadwick (2019) Digital marketing: strategy, implementation and practice, 7th ed, Harlow, Pearson.

1. **Learning and teaching methods**

Total contact hours: 24

Private study hours: 126

Total study hours: 150

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

Group presentation (20%)

Individual report (4500 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* | *8.7* | *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** | **X** |  |
| *Seminars* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| **Assessment method** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| *Individual Report* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Group Presentation* | **X** | **X** |  |  | **X** | **X** |  | **X** | **X** | **X** | **X** | **X** | **X** |

1. **Inclusive module design**

The Division 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**

Internationalisation is reflected in the learning outcomes, content and assessment which include a focus on marketing theories and practice in both domestic and international business environments.

**DIVISIONAL USE ONLY**

**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 delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
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