

Module Specification

Module Summary Information

1	Module Title	Audiences and Brand Development
2	Module Credits	40
3	Module Level	4
4	Module Code	MED4132

5	Module Overview
<p>Meet the agency! You will take a 'live' brief from an advertising agency account manager. The objective is to identify a new audience for an existing client by raising brand awareness through a digital marketing campaign.</p> <p>You must define your client's objectives and reach your audiences through a systematic application of marketing tools and techniques.</p>	

6	Indicative Content
<ul style="list-style-type: none"> • Keynote lectures • Tutorials • Workshops 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Understands the insight required to determine the shared values between brands and customers.
2	Understands the insights required to determine the shared experiences between products and their customers.
3	Evaluates market intelligence to inform decision-making and problem solving.
4	Applies appropriate methodologies in planning marketing communications campaigns.

8	Module Assessment		
Learning Outcome	Coursework	Exam	In-Person
1,2,3 and 4			X
1,2,3 and 4	X		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	120
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	200
Private Study (PS) includes preparation for exams	80
Total Study Hours:	400