

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	Planning and Strategy
<b>2</b>	<b>Module Credits</b>	40
<b>3</b>	<b>Module Level</b>	4
<b>4</b>	<b>Module Code</b>	MED4147

<b>5</b>	<b>Module Overview</b>
<p>You are the media planner! You'll work with a global brand to build on your market research skills, using your insights to make a difference in the real world.</p> <p>You'll use your discoveries to make strategic recommendations and prepare a media plan of your proposed communication activities.</p>	

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

<b>7</b>	<b>Module Learning Outcomes</b>
<b>On successful completion of the module, students will be able to:</b>	
<b>1</b>	Evaluate the brand and its position in the competitive market.
<b>2</b>	Understand and interpret data to identify relevant touch-points.
<b>3</b>	Formulate a strategic solution to the marketing brief.
<b>4</b>	Prepare a measurable marketing plan and digital channel recommendations.

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

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