

Module Specification

Module Summary Information

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| 1 | Module Title | Marketing Communications Planning |
| 2 | Module Credits | 20 |
| 3 | Module Level | 5 |
| 4 | Module Code | MKT5022 |

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| 5 | Module Overview |
| <p>This module is core for all marketing students, irrespective of their pathway. The reason for this is that marketing communications is a key strategic area for any business, as it gives visibility and understanding of an organisation's products and or services. It utilises a variety of techniques, communication tools and media to deliver these messages, designing campaigns that drive the desired behavioural responses.</p> <p>This module will allow you to not only understand the tools and techniques used in marketing communications, but apply this knowledge to design and create your own campaigns. Professional practice requires brands to create a narrative that is consistently delivered across a variety of tools and media. This neutral approach to communications planning therefore does not start with the premise that a particular tool or media be used, instead it requires deeper understanding of the audience, the market place and the product, allowing campaigns to be designed that are relevant for the communication challenge presented.</p> <p>This module will therefore look at detail at the communications planning framework, providing you with the understanding and skills needed to create and design trans media and media neutral campaigns. The skills needed to do this will be developed throughout this module through the use of live case studies, in particular examining why certain campaigns succeed through the examination of actual results achieved. This supports the programme aims of pursuing excellence through the integration of practice and academic theory, allowing you to understand and skills needed to deliver innovative marketing strategies and ideas now, and in the future. It will be delivered via four topic blocks as follows:</p> <ul style="list-style-type: none"> • Communication planning framework • Audience profiling • Communication strategies • Implementation and campaign management | |

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| 6 | Indicative Content |
| <p>The module will include:</p> <ul style="list-style-type: none"> • Evolution of marketing communications • Communications planning framework • Information processing • Message appeal • Audience profiling • Contextual analysis • Creativity and idea generation • Communication strategies • Communications mix • Media landscape | |

- Media planning
- Media Scheduling
- Communications journey
- Evaluating communications

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| 7 | Module Learning Outcomes | | |
| | On successful completion of the module, students will be able to: | | |
| | 1 | Assess and select the most feasible marketing communications method(s) applicable to a given business scenario | |
| | 2 | Create and present a fully justified, viable marketing communications campaign in response to a given marketing scenario | |

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| 8 | Module Assessment | | |
| Learning Outcome | | | |
| | Coursework | Exam | In-Person |
| 1 & 2 | | X | |

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| 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 | | 48 |
| Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE | | 12 |
| Private Study (PS) includes preparation for exams | | 140 |
| Total Study Hours: | | 200 |