

Module Documentation



MARK07005

Integrated Marketing Communications

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MARK07005

Integrated Marketing Communications

Short Title	Integrated Marketing Communications		
Full Title	Integrated Marketing Communications		
Attendance	N/A	Discipline	342 MARKETING & ADVERTISING
Coordinator	Monica Nielsen	Department	Business
Co Author(s)	Monica Nielsen		
Official Code	MARK07005	NFQ Level	07
		ECTS Credit	05

Module Description

This module will give the student a chance to learn about and participate in planning integrated marketing communication strategies and tactics. The students will gain the knowledge and insight necessary to use marketing communication tools and to develop a marketing communications plan.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Describe the relationship between marketing communications and other elements of the marketing mix.
2. Critically evaluate a number of communication theory models which can be used for the development of a marketing communications plan.
3. Evaluate a range of marketing communications methods and tools.
4. Develop coherent and relevant marketing communications objectives
5. Prepare an integrated marketing communications programme utilising a mix of marketing communications tools and appropriate media.
6. Identify and describe appropriate methods for evaluating marketing communications
7. Appreciate the impact of new technologies on marketing communications

Teaching and Learning Strategies

The module will be taught predominantly through a combination of lectures, guest lectures, class discussions, laboratory workshops and practical exercises. Case examples will be used to examine marketing communications in practice, and students will be encouraged to monitor current marketing communications developments. The focus of this class will be on the application of theory, and students will implement their knowledge and skills through the development of an integrated marketing communications plan.

Assessment Strategies

The module will be assessed through 100% CA.

The students will be required to design and construct an integrated marketing communications plan.

Repeat Assessment Procedures

The repeat assessment is an integrated marketing communications plan to be handed up at the time of the Autumn examinations.

Assessment Facilities

Use of ICT software and labs for the production of the marketing communications plan.

Computer labs are required for workshops/tutorials.

Module Dependencies

Prerequisite Modules

Principles of Marketing 1 & 2 Marketing Or equivalent modules

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

1. Marketing Communications and the Marketing Communications Mix

The marketing communications mix, its role in relation to the marketing mix, marketing communications objectives and tools. The integration of marketing communications tools. Factors influencing choices of tools.

2. Corporate Identity and Branding

Corporate identity and image. Creating and changing corporate identity. The role of marketing communications in branding.

3. Media Planning

Media in Ireland, developing a media plan.

4. Advertising

Role of advertising, developing the advertising campaign, evaluating advertising.

5. Online & Digital Marketing

Internet marketing, social media, search engine optimisation, Google analytics, mobile marketing, apps, viral and experiential marketing.

6. Publicity and Public Relations

PR and its role, building and maintaining relations with the media, PR tools, crisis management, writing press releases and planning distribution.

7. Direct Marketing

Direct marketing, objectives, tools, database marketing, direct mail, electronic mail & e-zines, writing effective direct mail.

8. Management & Integration of the Communications Mix

Monitoring & measuring the elements of the marketing communications mix, integrating on-line and off-line activities.

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment	100 %
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Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Class Assessment Continuous Assessment	1,2,3,4,5,6,7	100	OnGoing

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
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ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Lecture Theatre	Lecture	2	Weekly	2.00
Tutorial	Computer Laboratory	Tutorial	2	Weekly	2.00

Total Average Weekly Learner Workload 4.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

Hemann, C. & Burbary, K 2013, Digital Marketing Analytics, Quepublishing.com.
 Yeshin, T. 2012, Integrated Marketing Communications, Routledge.
 Davis, J.A 2013, Measuring Marketing : 110 Key Metrics Every Marketer Needs, John Wiley & Sons.
 Chaffey, D. 2013, Emarketing Excellence : Planning and Optimizing your Digital Marketing, Routledge.
 Weinick, S. 2013, Increasing your tweets, likes, and ratings : marketing your digital business, Rosen Publication.
 Percy, L. 2012, Strategic Integrated Marketing Communications, Routledge.
 Belch, G., 2012, Advertising & Promotion. An Integrated Marketing Communications Perspective, 9 th edition, McGraw Hill.
 Clow, K., 2012, Integrated Advertising, Promotion, & Marketing Communications, 5th edition, Pearson.
 Pringle, H. 2011, Spending Advertising Money in the Digital Age, Kogan Page.
 Fill, C., 2011, Essentials of Marketing Communications, Prentice Hall/Financial Times.
 Dahlen, Lange & Smith, 2010, Marketing Communications: A Brand Narrative Approach, Wiley.
 Smith & Zook, 2011, Marketing Communications: Integrating Offline and Online with Social Media, 5th edition, Kogan Page.
 Tuckwell, K.J., 2011, Integrated Marketing Communications, Pearson Prentice Hall.

Module Alternate Book Resources

This module will give the student a chance to learn about and participate in the planning of integrated marketing communications strategies, tactics and tools. They will gain the knowledge and insight necessary to use IMC tools in future business roles, or to work more effectively with those who specialize in this essential field. The module focuses on the steps involved in creating an integrated communications plan and students will have an opportunity to gain experience with IMC strategic and tactical planning.

Module Other Resources

Use of computer labs including a Windows 8 lab

Software including Adobe Premier Suite, Windows 8

Video recording equipment

Provision for guest speakers

Module URLs

www.iapi.ie The Institute of Advertising Practitioners in Ireland

www.asai.ie The Advertising Standards Authority of Ireland

www.adworld.ie Media ratings and other advertising news

www.medialive.ie Statistics on various media

www.dataprivacy.ie The Office of the Data Protection Office

rwww.idma.ie Irish Direct Marketing Association

www.salesinstitute.ie Sales Institute of Ireland

www.amarach.com Research company specialising in the research of trends

www.clickz.com/stats/ Web trends and statistics

Additional Information

None

ISBN BookList

Book Details

Lynne Eagle 2014 *Marketing Communications* Routledge

ISBN-10 0415507715 ISBN-13 9780415507714

Kenneth E. Clow 2013 *Integrated Advertising, Promotion, and Marketing Communications (6th Edition)* Prentice Hall

ISBN-10 0133126242 ISBN-13 9780133126242

Lon Safko 2012 *The Social Media Bible: Tactics, Tools, and Strategies for Business Success* Wiley

ISBN-10 1118269748 ISBN-13 9781118269749

George E. Belch 2011 *Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition* McGraw-Hill/Irwin

ISBN-10 0073404861 ISBN-13 9780073404868

Larry D. Kelley 2011 *Advertising Media Planning: A Brand Management Approach* M.E.Sharpe

ISBN-10 0765626365 ISBN-13 9780765626363

Approval Information

School Approval by Deirdre Lusby on 25-03-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BMASG_B07	201500	Bachelor of Business in Marketing and Sales
GA_BMASG_H08	201500	Bachelor of Business (Honours) in Marketing and Sales
GA_BCREG_S07	201500	Certificate in Creative Enterprise