

Module Title:	Integrated Marketing Communications
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	Learners will be exposed to the theory and practice of integrated marketing communications through study of academic materials and industry practice materials (case studies, live case examples, industry reports). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion. Learners will be encouraged to self-reflect.
Module Aim:	This module will provide students with knowledge and application of theories, models and tools to assist them in creating and evaluating successful integrated marketing communications campaigns.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Develop an appreciation of the evolution and role which IMC plays in marketing practice and it's evolving landscape, assessing future challenges for thinking and practice.
LO2	Assess the theories, frameworks and models informing the various online and offline marketing communication tools for both B2C and B2B marketing contexts considering the customer journey
LO3	Demonstrate decision making and analytical skills as part of a cross functional team to make a significant contribution of strategic options in creating a fully integrated, ethical IMC campaign.
LO4	Appraise and devise promotional briefs, creative strategies, customer personas and marketing communications campaigns which will include contemporary case studies and media planning.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Introduction to IMC

Introduction to Integrated Marketing Communications (IMC) theory and practice and communicating brand values. Engagement and adding value to business through IMC.

IMC Strategy, Planning and Execution

An evaluation of IMC communication strategy, planning, budgeting, measuring and controlling campaign performance. Developing customer personas and evaluating customer journeys. Planning for brand equity and product positioning, creating and maintaining brand loyalty.

IMC Tools

Evaluation of all IMC tools, theories, models and mix with practical application - Advertising - Public Relations - Sales Promotions - Direct Marketing - Sponsorship - Personal Selling - Online

Digital Marketing Communications

Changing nature of communications in the digital world, building online relationships, Online customer journey considerations, Content Marketing, Digital Platforms, Social Media Marketing, Digital Narrative and Storytelling Emerging media, online communities, building brands online.

Media

Developing a media plan, media planning and scheduling

Marketing Communications ethics

Ethical marketing practice, concerns and legal standards in marketing communications, impact of regulations on communications, more ethical consumer

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Group project, learners will be asked to devise a comprehensive integrated marketing communications plan and reflective journal	2,3,4	50.00	Sem 1 End

No Project

No Practical

End of Module Formal Examination

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	End-of-Semester Final Examination	1,2,3,4	50.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BPMKT_D	Bachelor of Business in Marketing	5	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	3	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	3	Mandatory