

Module Title:	Integrated Marketing Communications
Language of Instruction:	English
Credits:	10
NFQ Level:	7
Module Delivered In	No Programmes
Teaching & Learning Strategies:	Learners will be exposed to the theory and practice of integrated marketing communications through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (case studies, live case examples, industry reports etc.). 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 and debate. Learners will be encouraged to self-reflect.
Module Aim:	The aim of this module is to provide the learner with the knowledge and skills to create a fully integrated marketing communications plan.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Define the role that integrated marketing communication plays in marketing practice
LO2	Differentiate and evaluate the various marketing communication tools
LO3	Evaluate the main media options available to advertisers and construct a media plan
LO4	Plan and create a fully integrated marketing communications campaign.
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 Integrated Marketing Communications

Introduction to Integrated Marketing Communications (IMC) theory and practice; Communicating the Brand Values; Planning for strategic marketing communications

Advertising

Introduction to Advertising; Outline the benefits and the role of Advertising; Advertising media; Crafting Advertising Strategies- Creative Strategy and the Creative Process; Advertising in a digital environment; Advertising Standards and Practice; Measuring Advertising effectiveness

Sales Promotion

The role of sales promotion; Strengths and limitations of promotions; Consumer sales promotions and Trade promotions; Factors influencing the use of sales promotions; Online sales promotion techniques

Public Relations

Define Public Relations; The role of public relations in the organisation; Public Relations Audiences; Media Relations; Public Relation Tools; Crisis Management and Reputation Management Online Public Relations

Sponsorship

Define Sponsorship; The role of sponsorship in marketing communications; Types of sponsorship; Sponsorship planning; Sponsorship activation

Direct Marketing

Define direct Marketing; Database marketing; developing and maintaining the database; Building relationships through customer lifetime value; Direct marketing channels (e.g. direct response advertising, email marketing).

Personal Selling

The role of personal selling in the marketing communications mix; Demonstrate the personal selling role in the marketing communication mix

Digital Marketing Communications

Principles of Digital Marketing Building online relationships Growth in Social Media Marketing Emerging media

Media

Media options; Media Strategy and planning

Marketing Communications ethics

Ethical concerns in Marketing Communications

Planning for IMC

Developing Integrated Marketing Communications; Measuring IMC Performance; Campaign Planning;

Assessment Breakdown	%
Continuous Assessment	40.00%
End of Module Formal Examination	60.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Group project, learners will be asked to devise an integrated marketing communications plan	2,3,4	40.00	Week 26

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	60.00	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
Total Hours		3.00

