BM3338 – MARKETING COMMUNICATIONS

Module Number: BM3338

Module Title: Marketing Communications

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

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Pre-Requisite(s) for the Module:
BM1134 - Introduction to Marketing Management
BM2214 - Marketing Management
BM2215 - Market Research

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

1. Explain the concept and purpose of marketing communications (marcoms) in the marketing mix how marcoms can have a significant impact on consumer behaviour.

2. Discuss the strategic issues behind the organization and management of marcoms and the benefits and issues surrounding integrated marketing communication (IMC)

3. Critically evaluate the role and benefits of marcom tools and media at various stages of a marcoms campaign.

4. Identify and discuss the process of marcom budgeting and the methods and merits of assessing marcom effectiveness.

5. Appreciate the key issues involved in the ethics of marketing communications and be able to relate the core issues pertaining to the management of international marcoms.

These learning outcomes overlap and represent recurrent themes of the module. All outcomes will be assessed in coursework and/or examination questions.

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Module Content:

Lectures

Lecture Title and Basic Readings

Week	Subject of Lecture	Essential Reading - Fill	Optional Reading - Fill
1	Introduction to Marcoms. Communication Theory and Consumer Behaviour	Ch 1 Ch2 Ch6 Ch8	Ch3 Ch4
2	Planning Marketing Comms –Strategy & IMC *plus* Coursework Briefing	Ch9 Ch10 Ch11	Ch12 Ch28
3	The Marcom Mix – Advertising	Ch16 Ch17	
4	The Marcom Mix – PR and Sponsorship	Ch19 Ch20	
5	The Marcom Mix – Direct Marketing and Personal Selling	Ch21 Ch22	
6	The Marcom Mix – Sales Promotion, Exhibitions and Other	Ch18 Ch23	
7	Media	Ch24 Ch25 Ch26	
8	Budgeting for Marcoms and Assessing Marcoms Effectiveness	Ch14 Ch15	
9	Ethics in Marcoms and International Marcoms	Ch 4 Ch 28	
10	Reading Week		
11	Course Review & Revision		

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Tutorials Sessions (the second half of the 2 hour lecture period)

Week	Content
1	***Extended Lecture - No Tutorials***
2	**Tutorial Groups - Coursework Support**
3	**Tutorial Groups - Coursework Support**
4	**Tutorial Groups - Coursework Support**
5	**Tutorial Groups - Coursework Support**
6	**Tutorial Groups - Coursework Support**
7	**Tutorial Groups - Coursework Support**
8	**Tutorial Groups - Coursework Support**
9	**Tutorial Groups - Coursework Support**
10	**Reading Week – *No Lecture, No Tutorials***
11	**Revision Lecture - *No Tutorials***
12/13	**Examination**

International Dimensions:

BM3338 draws on a variety of examples, some of which have an international dimension. Marketing communications campaigns often cross borders. Therefore, issues of different cultural interpretation of marcoms and differences in regulatory frameworks are central to many campaigns. In addition, half a lecture is devoted to issues in international marketing communications (lecture 9) while the other half deals with ethical issues in marketing communications and entails examples of different ethical perspectives in different cultures.

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Corporate Connections:

Examples and references to current business and corporate practices will be used throughout the module to illustrate the real life nature of integrated marketing communications.

Links to Research:

The module touches on areas of my research including creativity in marketing communications and the measurement of marketing communications effectiveness

Learning and Teaching Rationale and Methods:

This module will require students to attend formal lecture and tutorials to achieve the learning outcomes of this module. The key conceptual and theoretical ideas in integrated marketing communications (IMC) will be presented in the lectures. The lecture content will provide students with the necessary information in order to effectively tackle problems and critically analyse important issues with an IMC domain.

Please note; if any time the lecturer responsible for the module is unavailable at the designated time, either the lecture will proceed with another member of the marketing group, or a pre-prepared video will be shown or the time will be allocated to the completion of individual work and the lecture will be re-scheduled for a later session.

In addition to lectures and tutorials, students are expected to undertake self-directed learning, which will include readings and group coursework.

Duration	
Lectures	11 hours
Tutorial/Surgery Sessions	8 hours
Coursework preparation	23 hours
Reading	28 hours
Examination Revision	28 hours
Examination	2 hours
Total	**100 hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

Assessment and Feedback Rationale and Methods:

The module will be assessed by one piece of group coursework (30%) and a two-hour exam (70%).

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The **coursework (30%)** is to be undertaken in small project groups where students will be required to develop a marketing communications strategy in the form of a group report. This report will have a *group section* and *individual student* sections, as detailed in a separate coursework brief. Each student's final coursework mark will consist of an average of the group section mark and the student's individual section mark. Report deadline is on **Friday the 9th of December** in Week 10.

Written feedback on coursework assignments will be provided within the specified turnaround time.

A project group will consist of five students. All members of each group are expected to contribute equally to the group section of the assignment without creating unnecessary heavy workload on any particular group member. Each group is required to provide a joint assessment of each group member's contribution to the assignment in percentage terms (see Appendix 1). No individual assessment of one's own contribution and/or other people's contribution in percentage terms (unsigned by other group members) will be accepted. The group contribution sheet (Appendix 1) must be handed in at the same time as the assignment, signed by all group members. Any assignments are counted as late until the contribution sheet is handed in.

As a result, group members are expected to negotiate amongst themselves in order to assign each other's percentage contribution to the group. For example, say a group is awarded 70% for their assignment. If a student has 100% for their percentage contribution score, they will receive 70% (100% of 70%) for the assignment. If a student has 60% for their percentage contribution score, they will receive 42% (60% of 70%) for the assignment.

Students are encouraged to:

1. Bring to my attention (module lecturer) any problems in the group at an early stage.

2. Keep records of group assessment in the form of notes from group meetings, to allow a full evaluation of contribution and effort. This is highly important.

3. Refer to the general information on the conduct of group assessment in your handbook for more information about group work.

Students should be aware that they have access to an arbitration system to give them the opportunity to 'appeal' against allocations that are considered to be unfair by any member of the group and that the Student Support Manager will run this system.

The **examination (70%)** will take place in week 12/13 (tbc) and is an unseen two-hour paper. Students are required to answer three questions based on the major themes of the module.

APPENDIX 1

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Group Coursework Assignment 2010/11

Group Contribution Form

PLEASE COMPLETE AND ATTACH TO THE GROUP REPORT

Group Number Allocated by UG Office	

Student Candidate No.	**Contribution (%)***

All group members contributed equally (please tick below)

*100 means that the student will receive 100% of the Final Grade,
50 means the student will receive 50% of the Final Grade.

Date: _____

Group Members Signatures

-these should correspond to candidate numbers given above

Student Number	**Signature of Group Member**