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| Title of the Module/Unit | 16. Integrated Marketing Communications |
| Module/Unit Description In this section kindly provide a brief description of the module | The module recognizes the role of integrated marketing communications as an integral process in the creation of effective marketing activities. Students will reflect on the changes occurring in the world of advertising, promotion, public relations, personal selling, digital, and direct marketing. It presents the marketing communications tools that can be employed in an integrated campaign that promotes both synergy, and a continuing dialogue with the consumer. Students will learn to analyse and reflect the changes that are occurring on the world of marketing communications in today's business world. They will recognize the process that is followed in a marketing campaign, from situation analysis to evaluation. |
| Learning Outcomes Autonomy and Responsibility: Collaborate, comply, deal with, ensure, be responsible for, carry out tasks, guide, supervise, monitor, authorise, manage, create, produce, represent, advise, negotiate, sell, etc. Knowledge and Understanding: count, define, describe, draw, find, identify, label, list, match, name, quote, recall, recite, sequence, tell, write, etc. (Example of learning outcome structure: Action Verb + Object + Context <i>Identify basic different range of glassware and state their use.</i>) | Competences: |
| | At the end of the module/unit the learner will have acquired the responsibility and autonomy to: <ul style="list-style-type: none"> a) Identify an integrated marketing communications strategy. b) Establish, recommend and justify an integrated marketing communications plan. c) Discuss objectives and budgeting for communications programmes. d) Establish a scheduling process for campaign implementation. e) Recognize the link between buyer behavior and marketing communications. |
| | Knowledge: |
| | At the end of the module/unit the learner will have been exposed to the following: <ul style="list-style-type: none"> a) A knowledge of how to develop an integrated marketing communications programme. b) An understanding of how to select the relevant communications tools and develop a fully integrated marketing communications campaign. c) An understanding of the decision-making process in selecting a target audience. |

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| <p>Applying Knowledge and Understanding: apply, practice, demonstrate, show, plan, design, operate, assemble, use, construct, prepare, create, compose, arrange</p> <p>(Example of learning outcome structure: Action Verb + Object + Context <i>Apply principles of good practice to dispense, supply and administer medicinal products and other activities in a pharmacy.</i>)</p> | <p>d) An understanding of the marketing manager's use of the marketing toolkit.</p> <p>e) An understanding of the role of the web in marketing communications.</p> |
| | <p>Skills:</p> |
| | <p>At the end of the module/unit the learner will have acquired the following skills:</p> <p>a) Evaluate the role of marketing communications in marketing.</p> <p>b) Implement the ingredients of an integrated promotional mix.</p> <p>c) Appraise various marketing communication tools and assess their ability to contribute to the success of integrated marketing communications objectives.</p> <p>d) Distinguish appropriate marketing communication methods for particular scenarios.</p> |
| | <p>Module-Specific Learner Skills <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit the learner will be able to</p> <p>a) Analyze research data.</p> <p>b) Demonstrate critical thinking displaying creativity.</p> <p>c) Communicate/present, orally and/or in writing.</p> |
| | <p>Module-Specific Digital Skills and Competences <i>(Over and above those mentioned in Section B)</i></p> <p>At the end of the module/unit, the learner will be able to</p> <p>a) Apply Digital skills to prepare and deliver presentations.</p> <p>b) Exercise effective team working skills through digital technology.</p> <p>c) Search the research literature and documents through digital databases.</p> <p>d) Show a high level of competence in using online learning tools and resources.</p> |

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