

1. **Title of the module**

Creative Campaigns

2. **School or partner institution which will be responsible for management of the module**

Pearson College London

3. **The level of the module (Level 4, Level 5, Level 6 or Level 7)**

Level 5

4. **The number of credits and the ECTS value which the module represents**

15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**

Autumn, spring or summer

6. **Prerequisite and co-requisite modules**

None

7. **The programmes of study to which the module contributes**

BSc Digital Marketing	- Core
BSc Digital Marketing (Integrated Degree Apprenticeship)	- Core
BA (Hons) Business Management with Entrepreneurship	- option module
BA (Hons) Business Management with Finance	- option module
BA (Hons) Business Management with Global Industries	- option module
BA (Hons) Business Management with Law	- option module
BA (Hons) Business Management with Marketing	- option module

8. **The intended subject specific learning outcomes**

On successfully completing the module, students should be able to:

- 8.1 Demonstrate knowledge and critical understanding of the key principles of effective marketing communication, identifying links between internal and external communications within a global context
- 8.2 Understand, identify and recommend marketing communication activities which aim to maintain or enhance reputation within a global context
- 8.3 Design a justifiable integrated marketing communications plan
- 8.4 Measure and evaluate the effectiveness of individual marketing communication mechanisms and IMC campaigns holistically.

9. The intended generic learning outcomes

On successfully completing the module, students should be able to:

- 9.1 Demonstrate an ability to communicate and actively listen at all levels
- 9.2 Work under pressure and unsupervised, and interact effectively within teams
- 9.3 Consider the impact of work on others, especially where related to culture, diversity and equality
- 9.4 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines
- 9.5 Show integrity and respect for confidentiality and data security in work and personal situations
- 9.6 Be enthusiastic and have a thorough and flexible approach to work
- 9.7 Demonstrate logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations.

10. A synopsis of the curriculum

This module provides a comprehensive understanding, and in turn, practical experience of assessing, applying and justifying an integrated marketing communications plan. Both tactical and strategic in nature, the module will require candidates to put the theory into context and in turn justify recommendations and plans for a given situation or even a live client collaborating with Pearson College London.

Major components of the syllabus will include:

Changing awareness, attitudes, behaviour, relationship with marketing and business objectives, addressing gaps in corporate reputation.

Communications methods: advertising, sales promotion, PR, selling, and direct marketing, above/below and through the line communications, range of media: online, offline, digital and social media options

Assess media appropriateness and effectiveness as part of integrated mix, business to consumer (B2C), Business to business (B2B)

Corporate identity and image, organisational communications mix, management communication

Brand equity and loyalty, competitive differentiation, consistency, customer recognition

Brand models, positioning and repositioning

Brand portfolios, brand extensions, marketing communications planning framework (MCPF)

Customer database analysis, digital integration, push and pull campaigns

Client/agency relationships and IMC, Coordinated and increased touch-points

Relationships between internal and external stakeholders, barriers to effective integration

Budgeting methods: objective and task, affordability, percentage of sales, competitive parity, share of voice, measurability and evaluation

Communications methods evaluation, media effectiveness

11. Reading list (Indicative list, current at time of publication. Reading lists will be published annually)

MODULE SPECIFICATION

- Smith, PR. And Zook, Ze. (2019) “Marketing Communications: Integrating Online and Offline, Customer Engagement, and Digital Technologies” Kogan Page – ebook

12. Learning and teaching methods

Total contact hours: 25

Total private study hours: 125

Total module hours: 150

13. Assessment methods

13.1 Main assessment methods

The assessment for this module will be as follows:

- Individual marketing communication plan – max 2000 words – 50%
- Individual storyboard project – outlined and justified via a 10 minute live/face to face presentation - 50%

13.2 Reassessment methods

14. Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

Module learning outcome	8.1	8.2	8.3	8.4	9.1	9.2	9.3	9.4	9.5	9.6	9.7
Learning/teaching method											
Private Study											
<i>Lectures</i>	X	X	X	X	X						
<i>Seminars</i>	X	X	X	X	X	X	X	X	X	X	X
Assessment method											
Individual marketing communication plan		X	X		X	X	X	X	X	X	X
Individual storyboard project	X			X	X	X	X	X	X	X	X

15. Inclusive module design

Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching.

Within this module PCL will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or centre(s) where module will be delivered

Pearson College London

17. Internationalisation

Organisations need to cater for international markets and consumer preferences. The level of personalisation is critical across all digital platforms in order to give each consumer a very engaging customer experience. In this module, PCL will look at how it will deliver this compelling customer experience across borders.

18. Partner College/Validated Institution

Pearson College London

19. University School responsible for the programme

Kent Business School

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Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

Date approved	Major/minor revision	Start date of delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)