

## MODULE SPECIFICATION

**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 (e.g. 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)**

This module can be run in any term: Autumn, Spring or Summer

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

None

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

- |  |                 |
|--|-----------------|
| ● BA (Hons) Business Management                        | - 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 will 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.
- 8.2 Consider and evaluate the roles and features of the range of marketing communication methods available or emerging.
- 8.3 Recommend and justify the use of different marketing communication tools depending on a contextual assessment of a given organisation or scenario.
- 8.4 Understand, identify and recommend marketing communication activities which aim to maintain or enhance reputation.
- 8.5 Design a justifiable integrated marketing communications plan and budgets.
- 8.6 Measure and evaluate the effectiveness of individual marketing communication mechanisms and IMC campaigns holistically.

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### 9. The intended generic learning outcomes.

*On successfully completing the module students will be able to:*

- 9.1 Undertake further training, develop existing skills and acquire new competences that will enable them to assume significant responsibility within organisations.

### 10. A synopsis of the curriculum

#### **Module Aims**

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.

#### **Overview of syllabus**

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, direct marketing
- Advantages and disadvantages of different communications methods
- 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
- Product and service applications
- Business to consumer (B2C), Business to business (B2B)
- Retail
- Online
- Trade, channels and supply chains
- Small and medium-sized businesses
- International and global markets
- Corporate identity and image
- Organisational communications mix
- Management communication
- Brand equity and loyalty
- Competitive differentiation, consistency, customer recognition
- Manufacturer, retailer, premium, generic, value brands
- Brand models
- Positioning and repositioning
- Communications and marketing mix deployment
- Brand portfolios
- Brand extensions
- Marketing communications planning framework (MCPF)
- Multichannel communication
- Multichannel campaigns

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- 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
- Levels of integration
- Partnership strategies including internal marketing
- 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)

- Fill (2013) “Marketing Communications” Pearson
- De Pelsmacker, Geuens and Van Den Bergh (2010) “Marketing Communications: A EU Perspective” 4<sup>th</sup> Ed. Prentice Hall.
- Pickton and Broderick (2004) “Integrated Marketing Communications” Prentice Hall
- Creative Advertising: Ideas and Techniques from the World’s Best Campaigns. (2008). Pricken, M. Thames & Hudson Limited
- Marketing Communications: A Brand Narrative Approach. (2009). Dahlen, M., Lange, F. & Smith, T. John Wiley & Sons Limited
- Jobs, C, Aukers, S, & Gilfoil, D 2015, 'The Impact Of Big Data On Your Firms Marketing Communications: A Framework For Understanding The Emerging Marketing Analytics Industry' Academy Of Marketing Studies Journal, 19, 2, pp. 81-92
- Sadek, H, Redding, P, & Tantawi, P 2015, 'Investigating the major marketing communication tools and their impact on building bank brand equity in the Egyptian context A customer perspective', Journal of Business & Retail Management Research, 10, 1, pp. 40-59.

### 12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

<i>Scheduled Hours:</i>	25
<i>Placement Hours:</i>	00
<i>Independent Study Hours:</i>	125
<i>Total Study Hours:</i>	150

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### 13. Assessment methods.

#### 13.1 Main Assessment

The assessment for this module will be as follows:

- a 2,500 word coursework assignment (75% of overall grade);
- A 10 minute oral presentation linked to the coursework (25% overall grade).

A pass must be achieved in the coursework assignment in order to pass the module.

#### 13.2 Reassessment

### 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	8.5	8.6	9.1
Learning/teaching method	Hours allocated							
<b>Private Study</b>	115	X	X	X	X	X	X	X
<i>Lectures</i>	10	X	X	X	X	X	X	
<i>Seminars</i>	15	X	X	X	X	X	X	
Assessment method								
<i>Presentation (10 mins)</i>		X	X	X				X
<i>Coursework (2,500 words)</i>		X	X	X	X	X	X	X

## MODULE SPECIFICATION

### 15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

### 16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

### 17. Internationalisation

Through the consideration of cases, recommended and wider reading, students are expected to develop a thorough awareness of leading examples of communication campaigns from a range of nations and industries (relevant to LO 8.2). Students are also encouraged to consider audiences both local, international and global.

**If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.**

### 18. Partner College/Validated Institution:

Pearson College London

### 19. University School responsible for the programme:

Kent Business School

## MODULE SPECIFICATION

### FACULTIES SUPPORT OFFICE USE ONLY

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 the delivery of revised version	Section revised	Impacts PLOs (Q6&7 cover sheet)