

Integrated Marketing Communications

The aim of this module is to examine the theories, principles and practice of integrated marketing communications in light of this dynamic scenario. The roles and applications of marketing communications will be discussed, alongside the processes of planning, developing and evaluating marketing communications campaigns. The module will also examine issues of ethics and the interrelationships between marketing communications, culture and society.

Course Objectives

- Introduce students to the nature, purpose and scope of marketing communications.
- Critically draw on differing theoretical stances, frameworks and practical examples to explore the principles and practices of integrated marketing communications.
- Discuss the processes of planning, developing and evaluating marketing communications campaigns, and the interrelationships between the goals of clients, agencies and consumers.
- Raise and discuss some of the ethical issues involved in marketing communications.
- Discuss the interrelationships between marketing communications, culture and society.
- Encourage full student participation and discussion to facilitate the achievement of the learning outcomes outlined below.

Upon completion of course students should be able to:

- Have a critical understanding of Integrated Marketing Communications and be able to identify key relationships between key stakeholders.
- Be able to explain how an organization communicates with consumers and is attentive to markets through the marketing communications mix.
- Have acquired the specialist knowledge to be able to identify consumer motivations to ensure marketing communications plans are correctly based.

Content:

- a. An introduction to the communications process and Integrated Marketing Communications (IMC)
- b. An overview of consumer behaviour and consumption studies
- c. Theories and models of communication
- d. Measurement and analytics of IMC
- e. Image & Brand Management
- f. The planning of marketing communications and the communications industry
- g. Digital and interactive marketing communications
- h. Consumer behaviour and response
- i. Social media in business including digital content

Textbooks:

Ang, L. (2021). *Principles of integrated marketing communications*. Cambridge University Press.

Eagle, L., Czarnecka, B., Dahl, S., & Lloyd, J. (2020). *Marketing communications*. Routledge.