

COURSE SPECIFICATION DOCUMENT

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| Academic School / Department: | Richmond Business School |
| Programme: | MSc Digital Marketing with Data Analysis |
| FHEQ Level: | 7 |
| Course Title: | Integrated Marketing Communications |
| Course Code: | LBM 7107 |
| Total Hours: | 200 (Lev 7) (4 US Credits) |
| Timetabled Hours: | 39 |
| Guided Learning Hours | 21 |
| Independent Learning Hours: | 140 |
| Credit | 20 UK CATS credits 10 ECTS credits 4 US credits |

Course Description:

The module explores the principles and practices of integrated marketing communications (IMC), examining how organisations coordinate traditional and digital media to promote branded offerings. Students will engage with contemporary theory alongside practical tools, campaign case studies, and real-world examples. Emphasis is placed on understanding channel integration, evaluating existing campaigns through media audits, and designing effective media plans. Through creative problem-solving and applied exercises, the module aims to develop both technical competencies and imaginative thinking to prepare students for professional practice in modern marketing communications.

Prerequisites:

None

Aims and Objectives:

- To critically appraise key theories, frameworks, and principles underpinning integrated marketing communications.
- To evaluate the role and contribution of both classical and digital communication channels within holistic brand strategies.
- To analyse contemporary media landscapes, including audience behaviours and evolving digital trends, and their implications for IMC planning.

- To assess the effectiveness of existing marketing communication campaigns using structured approaches such as media audits and performance metrics.

Programme Outcomes:

MSc Digital Marketing with Data Analytics

A1, A4, A5

B2, B3, B4, B5

C2, C3, C4

D1, D2, D3, D4,

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding

- Demonstrate critical understanding of what constitutes integrated marketing communications.
- Evaluate differing marketing communications promotional channels - from different industry, regional, and cultural perspectives.
- Acquire an in-depth knowledge of different creative, segmentation, and targeting criteria designed to execute the promotion of branded offerings.
- Acquire an in-depth knowledge of key case examples that define critical success factors for promoting brands to stakeholders.
- Examine critically contemporary perspectives concerning the sustainability and ethics of the activities of brands.

Cognitive Skills

- Develop a critical and practical approach to promotional issues relevant to a selection of international markets.
- The ability to engage in arguments in order to resolve potential conflicts and issues concerning the delivery of the promotion of branded propositions.
- The ability to apply advanced problem-solving and strategic thinking to develop coherent, evidence-based IMC solutions in response to real or simulated campaign briefs
- To take a critical stance on the promotion of brands to a cross section of

stakeholders.

Subject specific, practical and professional skill

- Design and develop integrated media plans and communication strategies, selecting and justifying appropriate channels, message tactics, and scheduling approaches.
- Create and present campaign concepts and communication proposals, using industry-standard formats and demonstrating clarity, creativity, and strategic alignment.
- Apply professional practices in collaborative campaign development, including project management, client briefing, stakeholder communication, and iterative creative refinement.

General/transferable skills

- Advanced communication and presentation skills. The ability to communicate complex ideas clearly in written, visual, and verbal formats, tailored to academic, professional, and client-facing audiences.
- Critical thinking and reflective practice. The ability to question assumptions, evaluate evidence, reflect on performance, and apply insights to improve future decision-making.
- Collaborative and interpersonal skills. The ability to work effectively in teams, manage group dynamics, negotiate roles, and contribute constructively to joint problem-solving.
- Project planning and time management. The ability to organise and prioritise tasks, manage deadlines, coordinate multiple work streams, and deliver high-quality outputs under pressure.

Indicative Content:

- Introduction to Integrated Marketing Communications
- Communication Theory
- Brand Management
- Consumer insight and audience analysis
- IMC Planning Process
- IMC Tools
- Traditional – TV and print advertising, OOH events, selling etc.
- Digital – social media, mobile, influencers, UGC etc.
- IMC Promotional Tools

- Sales Promotion, PR, Sponsorship
- Contemporary Issues and Innovation in IMC
- Ethics, Regulation and Evaluation
- Practical and experiential learning

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be delivered through a blend of in-person lectures, workshops, and tutorials.

- Lectures will serve to introduce and explore new concepts and theoretical frameworks.
- Workshops will provide students with practical, hands-on experience, focusing on problem-solving and the application of theory to real-world scenarios.
- Tutorials will offer structured support and guidance for students' coursework and assignments.

Additionally, Guided Learning Hours (asynchronous online activities) will supplement the curriculum with extra learning content. This may include, but not be limited to: flipped classroom activities, recorded lectures, podcasts, vodcasts, quizzes, and online discussions.

Indicative Text(s):

- Belch, G.E. and Belch, M.A. (2021) *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 12th ed.. NY: McGraw Hill
- Chaffey, D. and Ellis-Chadwick, F. (2022) *Digital Marketing Strategy, Implementation and Practice*. Harlow: Pearson
- Clow, K. E. and Baack D. (2022) *Integrated Advertising, Promotion, and Marketing Communications*, Global Edition. 9th Ed. Pearson
- Fill, C. and Turnbull, S. (2023) *Marketing communications: fame, influencers and agility*. 9th edn. Harlow: Pearson.
- Hanlon, A. (2025) *Digital Marketing. Strategy, Planning and Disruption*. London: Sage
- Rossiter, J., Percy, L. and Bergkvist, L. (2018) *Marketing communications: Objectives, Strategy, Tactics*. London: SAGE.
- Tuten, T.L. (2024) *Social Media Marketing*. 5th ed. London: Sage

Journals

- *Journal of Brand Management.*
- *Journal of Marketing Theory and practice.*
- *Journal of Consumer Research.*
- *Journal of Marketing Management.*
- *Harvard Business Review.*
- *Admap.*
- *Advertising Age.*
- *Journal of Advertising.*
- *Journal of Advertising Research.*
- *International Journal of Advertising.*
- *Journal of Marketing.*
- *Journal of the Market Research Society (International Journal of Market Research).*

Websites

- ASA (Advertising Standards Authority). Available at: <http://www.asa.org.uk/asa/> (Accessed: November 2025).
- Bauer Media. Available at: <http://www.bauermedia.co.uk/> (Accessed: November 2025).
- Branding Magazine. Available at: <http://www.brandingmagazine.com/> (Accessed: November 2025).
- Broadcast Now. Available at: <http://www.broadcastnow.co.uk/> (Accessed: November 2025).
- Campaign Live. Available at: <http://www.campaignlive.co.uk> (Accessed: November 2025).
- DMA (Data & Marketing Association). Available at: www.dma.org.uk (Accessed: November 2025).
- Haymarket. Available at: <http://www.haymarket.com> (Accessed: November 2025).
- ICO (Information Commissioner's Office). Available at: www.ico.gov.uk (Accessed: November 2025).
- Marketing Magazine. Available at: <http://www.marketingmagazine.co.uk/> (Accessed: November 2025).
- Marketing Week. Available at: <http://www.marketingweek.co.uk/> (Accessed: November 2025).
- Mintel. Available at: <http://www.mintel.com/> (Accessed: November 2025).

- Nielsen UK. Available at: <http://uk.nielsen.com> (Accessed: November 2025).
- PR Week UK. Available at: <http://www.prweek.com/uk/> (Accessed: November 2025).
- The IDM (Institute of Data & Marketing). Available at: www.theidm.com (Accessed: November 2025).
- The Marketer. Available at: www.themarketer.co.uk (Accessed: November 2025).
- Centaur. Available at: <http://www.centaur.co.uk/> (Accessed: November 2025).

See syllabus for complete reading list.

Change Log for this CSD:

| Nature of Change | Date Approved & Approval Body (School or AB) | Change Actioned by Registry Services |
|------------------------------------|--|--------------------------------------|
| Guided Learning Hours menu updated | October 2025 | |
| Total Hours Updated | October 2025 | |
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