

## COURSE SPECIFICATION DOCUMENT

<b>Academic School / Department:</b>	Richmond Business School
<b>Programme:</b>	MA Luxury Brand Management MSc Digital Marketing with Data Analytics
<b>FHEQ Level:</b>	7
<b>Course Title:</b>	Integrated Marketing Communications
<b>Course Code:</b>	LBM 7107
<b>Total Hours:</b>	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
<b>Semester:</b>	Spring
<b>Credits:</b>	20 UK CATS credits 10 ECTS credits 4 US credits

### **Course Description:**

The broad aim of the course is to introduce, examine, and appraise how integrated marketing communications including advertising, public relations, and sponsorship are used to promote branded luxury offerings. Course material will draw from a blend of theory, tools, media campaigns, case studies, and contemporary examples. In addition, students will be encouraged to problem solve creatively - through practical exercises and in response to campaign briefs. There will be scope to attempt media audits evaluating existing campaigns; and develop new media schedules. In light of this, the course attempts to offer a balance between the technical and the creative – with the aim of delivering real value to practitioners of all levels.

### **Prerequisites:**

N/A

### **Aims and Objectives:**

- To evaluate the various individual forms and channels of marketing promotional activities.
- To critically understand and apply a selection of conceptual frameworks and toolkits required to promote branded luxury propositions.
- To examine contemporary perspectives concerning the integrated promotion of luxury brands in a series of markets.

### **Programme Outcomes:**

**MA Luxury Brand Management**

A1, A2, A3, A5

B1, B2, B3, B5

C1, C2, C4, C5

D1, D2, D3, D4, D5

### **MSc Digital Marketing with data Analytics**

A1, A4

B2, B3, B5

C2, C3, C4

D3, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic 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**

- Critical understanding of what defines and integrated marketing communication methods.
- Evaluate differing marketing communications promotional channels - from different industry, regional, and cultural perspectives.
- Be able to have an in-depth knowledge of different creative, segmentation, and targeting criteria designed to execute the promotion of branded luxury offerings
- Acquire an in-depth knowledge of key case examples that define critical success factors for promoting luxury brands to stakeholders.
- Examine critically contemporary perspectives concerning the promotional activities of luxury brands that continue to affect the sector from both B2B and C2C perspectives
- Examine critically contemporary perspectives concerning the sustainability and ethics of the activities of luxury 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 promotion of branded luxury propositions.
- The application into the international context of key concepts that support the viability of branded luxury offerings to different cultural groups and segments.

- To take a critical stance on the promotion of luxury brands to a cross-section of stakeholders throughout the value chain.

#### **Subject specific, practical and professional skill**

- Present analysis and discussions maximizing the use of modern communication methods and resources

Become familiar with the documentation of promotional activities, media plans, and cultural approaches involved in international contexts.

- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the organisation and channel partners.
- Advise on the suitability and viability of branded luxury marketing communications to relevant markets.

#### **General/transferable skills**

- Ability to analyse contemporary market patterns and promotional practices orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in the marketing communications industry.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject.
- Proficiency in the critical assessment of a range of traditional and digital communication channels for luxury brands.

#### **Indicative Content:**

- Advertising Theory and Practice
- Public Relations Theory and Practice
- Sponsorship Theory and Practice
- Above the Line and Below the Line Channels
- Promotions and Incentives
- Integrated Media Planning and Buying
- Creative and Storyboarding
- Press Releases and copywriting
- Agency and Client Relations
- Celebrities, Endorsers, User-generated content and Vloggers
- Reputation management

#### **Assessment:**

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

#### **Teaching Methodology:**

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical

approach. When appropriate students will be encouraged to draw upon their lived experience of students as consumers and practitioners.

**Bibliography:**

See syllabus for complete reading list

**Indicative Text(s):**

Belch, G.E. and Belch, M.A. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. 12<sup>th</sup> ed.. NY: McGraw Hill

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*. 9<sup>th</sup> edn. Harlow: Pearson.

Rossiter, J., Percy, L. and Bergkvist, L. (2018) *Marketing communications: Objectives, Strategy, Tactics*. London: SAGE.

Tuten, T.L. (2021). *Social Media Marketing*. 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 Marketing Research

Psychology and Marketing

Journal of the Market Research Society (International Journal of Market Research)

**Web Sites**

[www.themarketer.co.uk](http://www.themarketer.co.uk)

[www.theidm.com](http://www.theidm.com)

[www.dma.org.uk](http://www.dma.org.uk)

[www.ico.gov.uk](http://www.ico.gov.uk)

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

<http://www.broadcastnow.co.uk/>

<http://www.campaignlive.co.uk/news/wide/886782/>

<http://www.campaignlive.co.uk/news/785296/Top-10-ad-agencies-2008/>  
<http://www.campaignlive.co.uk/news/785868/Top-10-Media-Agencies-2008/>  
<http://www.centaur.co.uk/>  
<http://www.cim.co.uk/home.aspx>  
<http://www.davidmeermanscott.com/resources.htm>  
<http://www.haymarket.com/home.aspx>  
<http://www.ipcmedia.com/>  
<http://www.mad.co.uk/Home/Home.aspx>  
<http://www.marketingmagazine.co.uk/>  
<http://www.marketingweek.co.uk/>  
<http://www.mintel.com/>  
<http://uk.nielsen.com/site/index.shtml>  
<http://www.prweek.com/uk/>  
<http://www.uktvadverts.com/Home/>  
<http://www.utalkmarketing.com/>  
<http://www.visit4info.com/>

**Change Log for this CSD:**

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Indicative texts updated	24/02/23	
Revision – annual update	May 2023	
Programme Outcomes updated	October 2023	
Total Hours Updated	April 2024	



