

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA Marketing
FHEQ Level:	6
Course Title:	Integrated Marketing Communications
Course Code:	MARK 6102
Total Hours:	160 (Lev 6) (4 US Credits)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

In today's dynamic media landscape, effective marketing requires a holistic approach that seamlessly integrates traditional and digital channels. Integrated marketing communications (IMC) encompassing both traditional (advertising, OOH, PR, sponsorship, events etc) and digital marketing (social media, SEO and SEM, websites, email, experiential, influencers, AR etc) equips students with the knowledge and skills to develop and execute successful marketing strategies across various platforms. Course material will draw from a blend of theory, tools, media campaigns, case studies, and contemporary brand examples.

Prerequisites:

70 Credits

Aims and Objectives:

- To provide an understanding of the theory and tools of integrated marketing communications and the differences between the traditional and digital marketing tools.
- To equip students to understand and apply marketing theory, techniques and strategies effectively.
- To foster critical thinking and problem-solving in selecting appropriate and effective marketing communications channels in a variety of markets.
- To equip students with practical skills through exercises, case studies and creative problem-solving.

Programme Outcomes:

A6I, A6II, C6I, D6I

A detailed list of the programme outcomes is 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:

Course Learning Outcomes	Programme Learning Outcomes
To develop a systematic understanding of the theory, tools and analytical techniques of marketing communication methods.	A.6.(i)
To develop the ability to critically respond to a rapidly changing marketing environment and assess appropriateness of adoption of new marketing tools and practices.	A.6.(ii)
To demonstrate the ability to formulate and communicate an IMC cogently to a variety of audiences, to retrieve and generate information and select appropriate criteria to evaluate the most appropriate IMC strategy.	C.6.(i)
Apply specific business knowledge within a group set-up to assess critically practical cases and advise on situations within the context of an integrated communication campaign.	D.6.(i)

Indicative Content:

Part One: Introduction to Integrated Marketing Communications

- Foundations of IMC
- Brand Management
- Consumer Behaviour
- IMC Strategies and The IMC Planning Process

Part Two: IMC 360 Marketing Channels

- Traditional Marketing
- Digital Marketing
- CRM
- Campaign development, planning and execution

Part Three: Measurement, Evaluation and Regulation

- IMC metrics
- Evaluating an Integrated Media Campaign

Part Four: IMC Strategy

- Case study analysis of successful IMC campaigns

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

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

Clow, K. E. and Baack D. (2021). *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.

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

Tuten, T.L. (2024) *Social media marketing*. 5th edition. London: Sage.

Journals

European Journal of Marketing

Harvard Business Review

Journal of Advertising

Journal of Advertising Research

Journal of Brand Management

Journal of Consumer Research

Journal of International Marketing

International Journal of Market Research

Journal of Marketing Management

Journal of Marketing Theory and Practice

Supply Chain Management Review

Websites

The Chartered Management Institute (CMI): <https://www.managers.org.uk/> (Accessed: November 2024)

The Federation of Small Businesses (FSB): <https://www.fsb.org.uk/> (Accessed: November 2024)

The Chartered Institute of Marketing (CIM): <https://www.cim.co.uk/> (Accessed: November 2024)

Marketing Week: <https://www.marketingweek.com/> (Accessed: November 2024)

Econsultancy: <https://econsultancy.com/> (Accessed: November 2024)

Office for National Statistics (ONS): <https://www.ons.gov.uk/> (Accessed: November 2024)

Mintel: <https://www.mintel.com/> (Accessed: November 2024)

Statista: <https://www.statista.com/> (Accessed: November 2024)

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
First edition	Dec 2024	