

## COURSE SPECIFICATION DOCUMENT

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| <b>Academic School / Department:</b> | Richmond Business School                              |
| <b>Programme:</b>                    | MA Luxury Brand Management                            |
| <b>FHEQ Level:</b>                   | 7   |
| <b>Course Title:</b>                 | Integrated Marketing Communications                   |
| <b>Course Code:</b>                  | LBM 7104  |
| <b>Student Engagement Hours:</b>     | 200   |
| Lectures:                            | 39  |
| Seminar / Tutorials:                 | 6   |
| Independent / Guided Learning:       | 155   |
| <b>Credits:</b>                      | 20 UK CATS credits<br>10 ECTS credits<br>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:**

A1, A2, A3, A5  
B1, B2, B3, B5  
C1, C2, C4, C5  
D1, D2, D3, D4, 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.

### **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

#### **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.

#### **Bibliography:**

See syllabus for complete reading list

**Indicative Text(s):**

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.

**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                                     |                                      |
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