

H9IMCDA: Integrated Marketing Communications in Digital Age

Module Code:	H9IMCDA
Long Title	Integrated Marketing Communications in Digital Age APPROVED
Title	Integrated Marketing Communications in Digital Age
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	Sarah Duignan
Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Evaluate the issues, theories and processes involved in the creation of successful IMC campaigns across a wide variety of media.
LO2	Critically assess the theories, frameworks and academic models underpinning advertising thought and best practice and use this understanding to develop advertising ideas and IMC campaigns.
LO3	Critically appraise the variety of media formats available in the contemporary IMC landscape and demonstrate proficiency in media selection, planning and strategy.
LO4	Critically analyse the contemporary promotional mix and interrogate various traditional and digital options available to modern day marketing practitioners.
LO5	Appraise and critically debate current developments in best ethical practice as befits modern IMC campaigns and demonstrate cognisance of related codes and standards.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

H9IMCDA: Integrated Marketing Communications in Digital Age

Module Content & Assessment			
Indicative Content			
What is IMC? • Marketing Communications • Integrated Marketing Communications • Theories of IMC • Introducing the Promotional Mix • Above the line, below the line and through the line approaches.			
Advertising • The changing nature of advertising • Contemporary agency structure and function • Advertising theory and essential frameworks • Emotional resonance in advertising and the use of emotional appeals • Executional frameworks			
Media Strategy • The IMC Media Landscape • Media Strategy, Planning and Selection • ATL and BTL Media Options and TTL approaches • Strategic social media and social 'tactics' • Case focus: Out of home advertising and media use .			
The Promotional Mix • Where advertising sits in the promotional mix • The evolution of the promotional mix and the current 'state' of the art • Public relations and marketing public relations • Sales promotions and digital promotions • Events and sponsorship marketing • Stunt Marketing and guerrilla campaigns			
The Importance of Ethics in Marketing and Advertising • IMC accountability • Defining ethics and its importance as a commercial and social function • Major and minor ethical arguments in IMC, marketing and advertising • Green marketing, sustainability and stereotyping in marketing			
Assessment Breakdown			%
Coursework			50.00%
End of Module Assessment			50.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assessment 6	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: The continuous assessment challenges learners with developing a fully integrated marketing plan for a real life 'client'. Learners will be tasked with initially producing a theoretical overview which will underpin their subsequent strategic marketing selections. The assessment then requires learners to liaise with the 'client' and create a value proposition canvas and central communications idea upon which their IMC plan will be based. Finally, a fully integrated (through the line) IMC plan and pitch will be created and delivered according to the time schedule set by the lecturer.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	50
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,5
Non-Marked:	No		
Assessment Description: Terminal Exam The terminal exam is designed to assess the learners capacity for, understanding of and ability to apply marketing literature and academic context. As the above CA is a 'real world' simulation, the exam ensures that theory is also understood and can be applied in professional settings. The paper requires students to answer 3 out of 5 questions which are all graded out of 100 marks.			
No Workplace Assessment			

H9IMCDA: Integrated Marketing Communications in Digital Age

Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	30	Per Semester	2.50
Independent Learning	Independent learning	95	Per Semester	7.92
Total Weekly Contact Hours				2.50

Module Resources	
<i>Recommended Book Resources</i>	
Juska M.J.,. (2021),), Integrated Marketing Communication: Advertising and Promotion in a Digital World, 2nd Ed. Routledge.	
<i>Supplementary Book Resources</i>	
<p>Smith, PR. And Zook Ze.,. (2019), Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies, 7th Ed. Kogan Page.</p> <p>Osterwalder, A.. (2014), Value Proposition Design: How to Create Products and Services Customers Want, 1st Ed. Wiley.</p> <p>Selected academic articles should be distributed by the Lecturer via Moodle or WARC on the NCI library portal (or relevant repository)..</p>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	