

Marketing Communications

Lecturer Name: Damien Kelly

Moodle Code: MARCOM601

Course Code: MARCOM601

Allocation of Marks			
	Case Study	Final Exam	Total
Percentage Contribution	40%	60%	100%
ECTS Value	5 Credits		

***Details of all aspects of assessments will be provided by your lecturer in-class.**

Aims and Objectives

The aim of this module is to enable international learners to apply a broad understanding of the theory and practice of marketing communications to a foreign workplace environment against a backdrop of contemporary and emerging issues including new media options, digital technologies and ethical and regulatory requirements. It also aims to provide students with the tools required to create, implement, manage and evaluate an effective marketing communications plan for an organisation.

Learning Outcomes

<i>On successful completion of this module learners will be able to:</i>
1. Explain the principles of marketing and the role and applications of communications and the promotions mix in the context of an integrated marketing mix
2. Identify key components of the marketing communications planning process
3. Explain the role and key features of different marketing communications methods (Online and Offline)
4. Demonstrate and understanding of contemporary issues and emerging developments in Marketing communications
5. Create a marketing communications plan using an appropriate framework and satisfying a set of communications objectives
6. Demonstrate skills in conceptual analysis and presentation through participation in a group project

Module Content

Session 1.	The Principles of Marketing Communications: Marketing concepts & theories; the marketing mix; the role of communications in the marketing mix Project Launch: learners, formed into teams, are provided with a “live” marketing communications brief to be completed and presented by Week 6; parameters and expectations explained; sources of secondary research outlined
Session 2.	Marketing Communications Mix 1: Advertising, Public Relations, Promotion
Sessions 3.	Marketing Communications Mix 2: Sponsorship, Direct Marketing, Digital Platforms, Social Media
Session 4.	Marketing Communications Planning: the theory and application of situational analysis, objectives, strategy, tactics, action and control (SOSTAC)
Session 5.	Branding & Advertising: Contemporary issues in Advertising, target market; brand positioning; brand values, attributes and strategy; visual interpretation of the brand for the consumer; unique selling points; added value; persuasion at point of sale
Session 6.	Social Media: Social Media platforms, Instagram, Tik Tok, Facebook, Twitter, Youtube
Session 7.	Content Marketing & Promotion: Creative strategies for online and offline platforms, Viral Marketing, Buzz Marketing, Reactive Marketing, Social Interactions
Session 8.	Sponsorship and Influencers: Identification of suitable influencers and sponsorship opportunities including target markets, ROI and evaluation Public Relations; the role of PR in marketing communications and brand support; PR tools and techniques; media channels, crisis management
Session 9.	Ethical and Legislative Concerns; Regulation and legislative bodies, Industry standards Contemporary and Emerging Trends and Developments
Session 10.	Course Review Syllabus overview, learning objectives reviewed, exam technique, study methods Final Exam Preparation and Discussion -

Module Teaching and Learning Strategy

This module is delivered (F/T) onsite in face-to-face mode.

Classes meet twice per week for 3 hours based on 2 x 1.5-hour sessions

Classes are a mixture of traditional lecture style delivery, individual and group work and interactive/contributory activities.

The classroom experience is supported by a) ISB Moodle a VLE that contains digital resources for self-directed and group learning and b) the opportunity to attend ISB extracurricular activities.

Formative Assessment in this module includes:

Weekly feedback: Once project groups are formed the lecturer does weekly check ins with each group and provides formative feedback that directs them for their midterm case study presentation.

Proposed answer plans: having not done a midterm exam in this module students are invited to submit proposed answer plans to the lecturer for feedback and guidance their expectations for the final exam.

Reading Lists and other Resources

Books/Texts

Egan, John. *Marketing Communications*, 3rd Ed, Sage, 2020

De Pelsmacker, Patrick. *Marketing Communications*, Pearson, 2021

Smith, P.R. and Zook, Ze *Marketing Communications: Integrating Online and Offline, Customer Engagement and Digital Technologies*, 7th Ed, Kogan, 2019

Meerman, Scott D, *The new rules of Marketing and PR*, 8th Ed, Wiley

Chaffey, David, *Digital Business and E-Commerce Management*, 7th Ed, Pearson, 2019

Online Resources

[HubSpot | Inbound Marketing, Sales, and Service Software](#)

[Moz - SEO Software for Smarter Marketing](#)

[Social Media Marketing & Management Dashboard - Hootsuite](#)

[CMI: Content Marketing Strategy, Research, \(contentmarketinginstitute.com\)](#)

[Data and Research on Digital for Business Professionals | Insider Intelligence \(emarketer.com\)](#)

[Google Ads | Google Blog](#)

[MediaLive - Online resource for Irish advertising media intelligence](#)

[The Drum | Marketing, Advertising, Design And Digital News](#)

[Mashable](#)

[Business of Apps - Connecting the app industry](#)

[Collaborate & Create Amazing Graphic Design for Free \(canva.com\)](#)

[Monitoring and Social Media Management | Manage your Brand Online \(mention.com\)](#)

****A variety of readings and other video related documentary viewing (Online & DVD) will be discussed in class and distributed accordingly.***