

Module Details	
Module Title	Contemporary Marketing Communications
Module Code	MAR7022-A
Academic Year	2024/5
Credits	10
School	School of Management
FHEQ Level	FHEQ Level 7

Contact Hours	
Type	Hours
Directed Study	65
Groupwork	10
Lectures	15
Seminars	10

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 2
DIA	Dubai Knowledge Village / Semester 2

Module Aims
The module aims to equip students with a comprehensive understanding of communication methods available to companies and how to strategically select them to achieve marketing objectives.

Outline Syllabus

Overview of Integrated Marketing Communications

- * Understand the strategic role of integrated marketing communications (IMC) in achieving marketing goals.
- * Explore the synergy between various communication channels.

Consumer Behaviour

- * Study consumer psychology and decision-making processes.
- * Analyse how consumer behaviour influences communication strategies.

Traditional Communication Channels

- * Examine traditional marketing channels such as print, TV, radio, and outdoor advertising.
- * Understand their effectiveness and integration with digital channels.

Digital Communication Channels

- * Explore the dynamic world of digital marketing.
- * Cover topics like social media, content marketing, email campaigns, and SEO.
- * Learn how to leverage digital channels for maximum impact.

Learning Outcomes

Outcome Number	Description
01	Demonstrate a comprehensive understanding of the theory and practice of integrated marketing communications in contemporary commercial and consumer markets.
02	Develop an integrated marketing communications strategy, recognising strengths and limitations of the various methods.
03	Demonstrate skills of critical analysis, problem solving and the development of creative solutions to marketing communication issues.

Learning, Teaching and Assessment Strategy

The module is designed to explore deeply into both marketing communication fundamentals and current practice. To achieve this, there will be a blend of case studies, online discussion forums, and collaborative exercises that will provide insight into specific marketing communication issues and to foster a community of practice and peer interaction, complemented by directed readings and access to digital libraries for a comprehensive resource-based learning experience. Students are expected to engage in self-managed learning activities. The assessment will allow students to apply concepts and tools to real-world marketing communication challenges, ensuring a flexible, inclusive, and holistic evaluation of student progress. This cohesive approach is designed to offer distance learners a dynamic, interactive, and thorough education in marketing communication, equipping them with the requisite skills, knowledge, and confidence for their future careers.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Coursework - Written	Individual report (2000 words)	100%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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