

Unit 23: Integrated Marketing Communications

Unit code	L/508/0535
Unit level	5
Credit value	15

Introduction

This unit is designed to develop students' knowledge and understanding of marketing communications and the techniques used. While they will learn the underpinning theories and frameworks, they will also be able to relate these to real-world examples, including promotions that they are likely to encounter in their daily lives.

An organisation may create and develop a revolutionary new product or service. However, they need to use the most appropriate methods of promoting it to their target audience – this is the role of marketing communications. We encounter hundreds of promotions every waking day of our lives and the challenge for marketers is to be able to cut through the multitude of communications to deliver and reinforce the association with the brand.

The knowledge, understanding and skill sets that students will gain on successfully completing this unit will enhance their career opportunities, whether setting up their own business or employed by an organisation.

Learning Outcomes

By the end of this unit a student will be able to:

- 1 Evaluate different marketing channels and how they serve communication objectives.
- 2 Devise communication objectives and justify appropriate channel selection and integration.
- 3 Design and produce content appropriate to the channel and communication objectives.
- 4 Demonstrate the ability to critically evaluate a case study involving communication strategy, channel choice and creative content.

Essential Content

LO1 **Evaluate different marketing channels and how they serve communication objectives**

Different channels of marketing communications:

Definitions of marketing communications.

The importance of marketing communications both within and across organisations as well as to the various stakeholders with a prime focus on customers.

Defining objectives and how they relate to the business.

How they serve communication objectives:

The importance of integration – value to the business and maximising resources.

The role of marketing communications in promoting and developing brands: awareness, associations, perceptions and building customer loyalty.

Ethical issues in marketing communications: advertising to children, pressure selling techniques, 'greenwashing' and privacy.

LO2 **Devise communication objectives and justify appropriate channel selection and integration**

Communication objectives:

Setting the communication objectives in relation to marketing and business objectives.

Linking communication and business objectives to the product life-cycle.

The role of budgeting in IMC.

Defining and exploring the communications planning process.

Channel selection and integration:

Creating a schedule and communications plan.

Identifying the most appropriate channel selection and rationale.

Marketing communications mix: advertising, sales promotion, public relations, sponsorship, direct marketing, exhibitions and trade fairs, personal selling, social media, product placement, merchandising, ambient media.

Digital platforms, including webpages, podcasts, Twitter feeds, multimedia news releases, blogs.

L03 Design and produce content appropriate to the channel and communication objectives

Appropriate design and content:

Colours and symbols as brand building tools.

The importance of visual art design, typography and page layout.

Website design and development with e-commerce capabilities.

Creativity in marketing communications activities and different strategic approaches: product/consumer orientated, think/feel/do approaches.

Regulations and marketing communications.

L04 Demonstrate the ability to critically evaluate a case study involving communication strategy, channel choice and creative content

Monitoring and evaluation:

Monitoring and evaluating marketing communications plans and operations.

Ways of measuring and evaluating a marketing communications plan.

Linking measuring and evaluation to the overall marketing and business objectives and strategy.

Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
LO1 Evaluate different marketing channels and how they serve communication objectives		D1 Make valid judgements about how marketing channels add value using specific organisational examples to demonstrate how they serve communication objectives.
P1 Evaluate different types of marketing channels and how they serve communication objectives within an organisational context.	M1 Critically evaluate how marketing channels of communication are integrated within an organisational context to add value and maximise resources.	
LO2 Devise communication objectives and justify appropriate channel selection and integration		LO2 & 3 D2 Create a valid and detailed marketing communications plan that appropriately integrates multiple communication channels, has SMART objectives and tactics to meet the overall marketing and business objectives.
P2 Design communication objectives for a given organisational situation. P3 Provide justifications for the selection and integration of communications channels chosen.	LO2 & 3 M2 Evaluate the application of the communication objectives in relation to the marketing communications mix and the organisational business objectives.	
LO3 Design and produce content appropriate to the channel and communication objectives		
P4 Create a marketing communications plan that effectively meets communication objectives for a given organisational situation.	M2 as stated above for LO2 .	
LO4 Demonstrate the ability to critically evaluate a case study involving communication strategy, channel choice and creative content		D3 Provide appropriate and justified recommendations for improving the marketing communications plan to maximise revenue and successfully meet both communication and business objectives.
P5 Critically evaluate a marketing communications plan in relation to the communication strategy, channel choice, creative content.	M3 Critique and review the success of the monitoring and impact of the marketing communications plan.	

Recommended Resources

BAKER, M, J. (2014) *Marketing Strategy and Management*. 5th Ed. London: Palgrave Macmillan.

BRASSINGTON, F. and PETTITT, S. (2012) *Essentials of Marketing*. 3rd Ed. Harlow: Pearson.

CLOW, K. and BAACK, D. (2013) *Integrated Advertising, Promotions and Marketing Communications*. (Global edition) 6th Ed. Harlow: Pearson.

GROUCUTT, J. and HOPKINS, C. (2015) *Marketing (Business Briefings)*. London: Palgrave Macmillan.

HACKLEY, C. (2010) *Advertising and Promotion: An Integrated Marketing Communications Approach*. 2nd Ed. London: Sage Publications.

Links

This unit links to the following related units:

Unit 2: Marketing Essentials

Unit 22: Product and Service Development Unit

24: Digital Marketing

Unit 28: Launch A New Venture

Unit 38: Customer Value Management

Unit 41: Brand Management