Module Details

Module Code:	HOSP B8Z02
Full Title:	Integrated Marketing Communications APPROVED
Valid From::	Semester 1 - 2014/15 (September 2014)
Language of Instruction:	English
Duration:	1 Semester
Credits::	5
Module Owner::	Colin Cooney
Departments:	Unknown
Module Description:	This module will provide the learner with the knowledge of how to provide consistent brand messages via their marketing communications strategy. It will evaluate the marketing opportunities provided by both online and offline communication tools while appraising their performance.

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	**Module Learning Outcome Description**
MLO1	Evaluate the marketing opportunities and appraise the performance provided by online and offline communications tools.
MLO2	Appreciate and apply the elements of the communications mix within the marketing strategy.
MLO3	Analyse and evaluate the impact of branding in the integrated marketing strategy.
MLO4	Demonstrate how the range of digital marketing tools can be integrated into the communications strategy.
MLO5	Construct a comprehensive, integrated marketing communications plan.

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).*
No recommendations listed

Module Indicative Content	
Introduction to Marketing Communications Introduction to the elements of marketing communications.	
The Marketing Remix Introduction to the marketing mix and its application in business.	
Brands & Brand Relationships Brand concepts, relationships and management.	
Brand Communications Building of a brand using appropriate communication strategies and tools.	
Digital Marketing The use and adoption of digital technologies and platforms to enhance the marketing opportunities of the organisation, e.g. Mobile, Social Media, SEM & CRO, E-mail Marketing and Analytics.	
Integrated Marketing Planning The creation of a comprehensive, integrated marketing plan within the context of the business environment.	

Module Assessment

Assessment Breakdown	%
Course Work	40.00%
Final Examination	60.00%

Module Special Regulation

Assessments

Full Time On Campus

Course Work			
Assessment Type	Project	**% of Total Mark**	40
Marks Out Of	0	**Pass Mark**	0
Timing	Week 10	**Learning Outcome**	1,2,3,4,5
Duration in minutes	0		
Assessment Description Project will involve creating an integrated marketing plan for a business.			

No Project

No Practical

Final Examination			
Assessment Type	Formal Exam	**% of Total Mark**	60
Marks Out Of	0	**Pass Mark**	0
Timing	End-of-Semester	**Learning Outcome**	1,2,3,4
Duration in minutes	0		
Assessment Description End-of-Semester Final Examination			

Reassessment Requirement
A repeat examination *Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.*

Module Workload

Workload: Full Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Interactive lectures using a variety of classroom assessment techniques	Every Week	2.00	2
Practical	Contact	Practical laboratory based class.	Every Week	2.00	2
Directed Reading	Non Contact	Readings as directed to supplement lecture material.	Every Week	2.00	2
Independent Study	Non Contact	One hour of independent study will consist of online facilitation.	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

Workload: Part Time On Campus

Workload Type	Contact Type	Workload Description	Frequency	Average Weekly Learner Workload	Hours
Lecture	Contact	Interactive lectures using a variety of classroom assessment techniques	Every Week	2.00	2
Practical	Contact	Practical laboratory based class.	Every Week	2.00	2
Directed Reading	Non Contact	Readings as directed to supplement lecture material.	Every Week	2.00	2
Independent Study	Non Contact	One hour of independent study will consist of online facilitation.	Every Week	3.00	3
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

Module Resources

Recommended Book Resources

Chaffey D. and Smith, P. R.. (2012), EMarketing Excellence : Planning and Optimizing Your Digital Marketing, 4th. Routledge.

Grappone J. and Couzin G.. (2008), Search Engine Optimisation, Wiley.

Chaffey, D.. (2011), E-Business and E-Commerce Management: Strategy, Implementation and Practice, 5th. Prentice Hall.

Ouwersloot, H., Duncan, T.. (2008), Integrated Marketing Communications, European Edition. Mc Graw Hill, [ISBN: 9780077111205].

Supplementary Book Resources

Masterman, G. & Wood, E.. (2006), Innovative Marketing Communications - Strategies for the Events Industries, 2nd Edition. Elsevier, [ISBN: 0-7506-6361-8].

Meerman Scott D.. (2011), The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing to Reach Buyers Directly, 3rd. Wiley.

Solis B.. (2011), Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web, Wiley.

This module does not have any article/paper resources

Other Resources

**Website, AMAS State of the Net Research Reports,
http://www.amas.ie/online-research/state -of-the-net/**

**Website, eMarketer,
http://www.emarketer.com**

**Website, E-Tourism Frontiers,
http://www.e-tourismfrontiers.com**

**Website, BBC Click,
http://www.bbc.co.uk/click**

**Website, TechCrunch,
http://www.techcrunch.com**

**Website, Mashable,
http://www.mashable,com**

**Website, Wired Magazine,
http://www.wired.com**

**Website, World Wide Web Consortium,
http://www.w3.org**

**Website, Google Mobile Think Insights,
http://think.withgoogle.com/mobileplanet /en/**