

# AMITY GLOBAL INSTITUTE

## MODULE SYLLABUS

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| <b>Course</b>  | <b>Bachelor of Arts (Honours) Fashion Marketing<br/>(University of Northampton)</b>  |
| Module Title   | Introduction to Marketing Communications   |
| Module Syllabus no. (if any)                             | MKT1002  |
| Year offered   | 2018   |
| Start date   | February 2018 / September 2018   |
| End date   | January 2019 / August 2019   |
| Syllabus / Content / Learning Outcomes                   | <p>On successful completion of the module students will be able to:</p> <p>Knowledge and Understanding</p> <ul style="list-style-type: none"> <li>✓ Understand the role that Marketing Communications play within the Marketing Mix and the elements of a marketing communications plan</li> <li>✓ Have knowledge of the different Marketing Communications tools and how they might be integrated for different audiences</li> </ul> <p>Subject - specific Skills</p> <ul style="list-style-type: none"> <li>✓ Identify and justify appropriate Marketing Communications tools based upon a variety of communication objectives.</li> <li>✓ Critically evaluate marketing communications campaigns in terms of message, tools and media in a variety of different contexts</li> </ul> <p>Key Skills</p> <ul style="list-style-type: none"> <li>✓ Identify and select appropriate information for inclusion in a written submission. (Learning to learn. Problem solving. Self-management. Communication skills.)</li> <li>✓ Create a personal resource in the form of a learning portfolio.</li> <li>✓ Be able to present in a concise and professional manner</li> </ul> |
| No. of teaching hours                                    | <p>Lectures and seminars: 48 hours</p> <p>Preparation of Group Presentation: 20 hours</p> <p>Self-directed study: 98 hours</p> <p>Preparation of individual portfolio: 34 hours</p> <p>Total: 200 hours</p>  |
| Teaching Methods   | Utilising an 'example-led' approach, lectures and seminars will be supported by workshop sessions, videos and e-learning. The portfolio allows students to engage with a wide range of examples and contexts, applying conceptual frameworks to gain understanding of the challenges facing the 21st century marketer.   |
| Assessment Methods and Weighting                         | <p>PS1- Group Presentation: 40%</p> <p>PJ1- 1 x seminar portfolio: 60%</p>   |
| Skills for Maximising Learning Outcomes                  | Reading and Research   |
| Dates of examinations, major assessments and assignments | Please refer NILE at: <a href="https://nile.northampton.ac.uk">https://nile.northampton.ac.uk</a>  |

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.

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| Recommended Text                    | Marketing Communications: discovery, creation and conversations - Chris Fill, Pearson, 9781292142340   |
| Additional reference texts (if any) | <ul style="list-style-type: none"> <li>• Marketing Communications: Integrating Offline and Online with Social Media - P. R. Smith, Ze Zook,</li> <li>• Marketing communications - John Egan, SAGE, 9781446259023</li> <li>• Essentials of marketing communications - Fill, Chris, Financial Times Prentice Hall, 9780273738442</li> <li>• Marketing communications: a brand narrative approach - Dahlén, Micael, Smith, Terry, Lange, Fredrik, Wiley, 9780470319925</li> </ul> |
| Additional Remarks (if any)         | -  |

| Lesson No. | Syllabus / Content   |
|------------|--|
| 1          | Review and application of basic concepts   |
| 2          | Introduction to marketing communications models; Introduction to theories of communication   |
| 3          | Introduction of the application to promotional planning of: consumer and industrial behaviour; marketing research concepts; segmenting markets and selecting a target market.                      |
| 4          | Tools and techniques of promotional practice   |
| 5          | Advertising and communication - media selection - message management; Achieving creative communication; Direct marketing;  |
| 6          | New communication media; Tactics of sales promotion; Personal selling and sales management; Public relations and corporate image; Sponsorship; Internal marketing communication; Role of Branding; |
| 7          | Integrated marketing communications; strengths and weaknesses of media used in marketing communications.<br>Introduction to marketing communications planning                                      |
| 8          | Developing an understanding of the key determinants of the communications task; Cost implications of promotional campaigns; Evaluating the effectiveness of a promotional campaign.                |

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