

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	BACHELOR OF ARTS (HONOURS) FASHION MARKETING (UNIVERSITY OF NORTHAMPTON)
Module Title	Campaign Planning
Module Syllabus no. (if any)	MKT3014 Pre-Requisites: MKT2011
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"> ✓ identify the composition and significance of key factors for analysis in the formulation of marketing communication strategies ✓ construct from its constituent elements a complete marketing communications plan <p>Subject - specific Skills</p> <ul style="list-style-type: none"> ✓ Apply the principles of integrated marketing communications (IMC) and media neutral planning (MNP) to the campaign planning process ✓ identify and analyse audiences for marketing communication campaigns, including international audiences and trade audiences ✓ develop effective integrated marketing communications strategies for organisations of different types and sizes in pursuit of organisational goals. ✓ formulate from theoretical frameworks appropriate methodologies for evaluating the effectiveness of a marketing communications campaign. <p>Key Skills</p> <ul style="list-style-type: none"> ✓ explain concepts and theories clearly and cogently and apply these to new problems and contexts. ✓ demonstrate an ability to communicate by effective persuasion, conviction and argument. ✓ demonstrate creative thinking in the development of solutions to marketing communications challenges
No. of teaching hours	Lectures and Seminars: 48 hours Self-directed study: 72 hours Assessment preparation: 50 hours Total: 200 hours
Teaching Methods	<ul style="list-style-type: none"> • The lecture programme provides a basis for understanding the key concepts, frameworks and issues that underpin the campaign planning process and considers the strategic role of the range of marketing communications tools and techniques. • The seminar programme has two key emphases. In the first term seminars are used to debate contemporary issues in marketing communications, including the ethical and regulatory context, and to research context analyses for a range of organizational types. In the second and third terms students prepare and

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	<p>discuss campaign plans to achieve communications objectives.</p> <ul style="list-style-type: none"> Assessed student led seminars provide an opportunity for students to engage others in debates around current issues in the subject and to present supporting information The examination provides an opportunity for students to demonstrate their ability to research and develop a campaign plan to meet marketing and communications objectives.
Assessment Methods and Weighting	EX1- examination/ 60% AS1- Student led seminar / 40%
Skills for Maximising Learning Outcomes	Reading and Research
Dates of examinations, major assessments and assignments	Please refer NILE at: https://nile.northampton.ac.uk
Recommended Text	Marketing communications: brands, experiences and participation -Fill, Chris, 9780273770541
Additional reference texts (if any)	<ul style="list-style-type: none"> Marketing communications: interactivity, communities and content -Fill, Chris, Financial Times Prentice Hall, 9780273717225 Marketing communications: a European perspective - Pelsmacker, Patrick de, Geuens, Maggie, Bergh, Joeri van den, 9780273773221 Advertising and promotion: an integrated marketing communications perspective - George E. Belch, Michael A. Belch, JörgDietzel, McGraw-Hill/Irwin, 9780071314404 Essentials of marketing communications - Blythe, Jim, Financial Times Prentice Hall, 027370205X Emarketing excellence: planning and optimizing your digital marketing - Dave Chaffey, P. R. Smith, Routledge, 9780415533355 Marketing communications: offline and online integration, engagement and analytics - P. R. Smith, Ze Zook, KoganPage, 9780749473402
Additional Remarks (if any)	-

Lesson No.	Syllabus / Content
1	The Strategic Context of Marketing Communications
2	The key factors for analysis which establish the strategic context of a promotional campaign
3	Ethical/regulatory context / buyer's context / stakeholder's context / environmental context / internal context / media context / channel context / international context
4	Marketing Communications Plans
5	A planning framework for the expression of the communications strategy
6	promotional objectives / budgeting and financial issues / creation of the communications strategy / message and media decisions / communication strategies
7	consumer markets; intermediaries; not-for-profit; international / promotional tactics and scheduling / integrated marketing communications / managing the implementation process / selection and management of specialist agencies.
8	Evaluation of the Communications Campaign - the selection and application of frameworks and tools for evaluation of the effect of a promotional campaign. Assessing the degree of synergy and

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	integration achieved.
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