

BM3382 – ADVANCED MARKETING COMMUNICATIONS

Module Number: BM3382

Module Title: Advanced Marketing Communications (Sponsored by Billington Cartmell)

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

Mr Keith Glanfield
Marketing Group

Email: k.glanfield2@aston.ac.uk

Availability: Please contact direct, ABS230, Extension 4982

Pre-Requisite(s) for the Module: BM1134 - Introduction to Marketing Management
BM2214 - Marketing Management
BM2215 - Market Research
BM3338 - Marketing Communications

Module Learning Outcomes:

Upon successful completion of the module students will be able to:

1. Critically evaluate the role of marketing communications' tools at the brand level (product and corporate brands)
2. Postulate how marketing communications' research can have an impact on the outcome of a marketing communications' campaign
3. Fuse the analytical with the creative in order to produce a marketing communications' campaign, applying the concept of marketing communications' planning in complex situations (such as new product launch, or brand extensions).
4. Feel competent to discuss advanced topics, such as cause-related marketing and the impact of new, social media in marketing communications
5. Critically evaluate the role of internal communications.

These learning outcomes overlap and represent recurrent themes of the module. All outcomes will be assessed respectively in coursework and/or examination questions.

BM3382 – ADVANCED MARKETING COMMUNICATIONS

Module Content:

Lectures

Week	Date:	Lecture Title and Basic Readings
14	23/01/12	Introduction to Advanced Marketing Communications: From Theory to Practice
15	30/01/12	Marketing Communications and Brand Management Ouwensloot & Duncan Chapters 1, 2 and 3 <i>(or Pickton and Broderick Chapter 11)</i>
16	06/02/12	Building the Brand: Product placements, Events, and Packaging Ouwensloot & Duncan Chapter 11 AND Pickton and Broderick Chapter 29
17	13/02/12	Building Brand : Sponsorships and Cause-Related Marketing Ouwensloot & Duncan Chapter 11 AND Shimp Chapter 20 p. 591 <i>(or Pickton and Broderick Chapter 25)</i>
18	20/02/12	Media Planning and Media Channel Management Ouwensloot & Duncan Chapter 10 <i>(or Pickton and Broderick Chapter 23 or Belch and Belch Chapter 10)</i>
19	27/02/12	Advertising Research (I) Ouwensloot & Duncan Chapter 18 <i>(or Pickton and Broderick Chapter 23 or Belch and Belch Chapter 19 or Shimp Chapter 12)</i>
20	05/03/12	Advertising Research (II) (as above)
21	12/03/12	Social Media in Marketing Communications Ouwensloot & Duncan Chapter 18
22	19/03/12	B2B and Internal Marketing Communications Belch and Belch Chapter 17 AND Readings from articles
23	16/04/12	Revision
24	23/04/12	Pitch Week

BM3382 – ADVANCED MARKETING COMMUNICATIONS

Tutorials:

Week	Date:	Content
14	23/01/12	Coursework Introduction
15	30/01/12	Coursework Group Meetings – Set A
16	06/02/12	Coursework Group Meetings – Set B
17	13/02/12	Coursework Group Meetings – Set A
18	20/02/12	Coursework Group Meetings – Set B
19	27/02/12	Coursework Group Meetings – Set A
20	05/03/12	Coursework Group Meetings – Set B
21	12/03/12	Coursework Group Meetings – Set A
22	19/03/12	Coursework Group Meetings – Set B
23	16/04/12	Coursework final Q&A
24	23/04/12	Pitch week

Please note that the above topics are subject to change before the start of the module to reflect the latest development in theories and practice of marketing communications.

International Dimensions:

BM3382 draws on a variety of examples, some of which have an international dimension. Marketing communications strategies often cross borders. Therefore, issues of different cultural interpretation of marketing communications tools and differences in regulatory frameworks are central to many communications strategies.

Corporate Connections:

The module is sponsored by Billington Cartmell, a full service London advertising agency with blue chip clients in sectors ranging from FMCG, financial services onto white goods. The agency, as in 2010 / 11, will brief in a “live” marketing communications challenge, from one of their clients, forming the basis of the module coursework. Members of the agency, their client and a representative from the Chartered Institute of Marketing will, along with the lecturer, evaluate the students response to the brief, in receiving and marking student pitch presentations. Prizes will be awarded for the pitches in the form of first, second and third places. Following the pitches a number of students will be invited by Billington Cartmell to attend an interview for a number of paid summer internships (number yet to be specialised) at the agency.

BM3382 – ADVANCED MARKETING COMMUNICATIONS

A number of industry practitioners from agency and corporate environments will present on how theory is put into practice in the business world, on subjects spanning the course content.

Examples and references to current business and corporate practices will be used throughout the module to illustrate the real life nature of advanced marketing communications.

Links to Research:

Related research from members of the business schools marketing group, where relevant, are incorporated into the module. Specific research papers from the literature, that inform particular specialist aspect of marketing communications, are included as integral part of the module.

Learning and Teaching Rationale and Feedback:

This module will require students to attend formal lecture and tutorials to achieve the learning outcomes of this module. The key conceptual and theoretical ideas in advanced marketing communications will be presented in the lectures. The lecture content will provide students with the necessary information in order to effectively tackle problems and critically analyse important issues with an IMC domain.

Please note, if any time the lecturer responsible for the module is unavailable at the designated time, either the lecture will proceed with another member of the marketing group, or a pre-prepared video will be shown or the time will be allocated to the completion of individual work and the lecture will be re-scheduled for a later session.

In addition to lectures and tutorials, students are expected to undertake self-directed learning, which will include readings and group coursework.

Duration

Lectures	10 hours
Tutorials	8 hours
Coursework preparation	22 hours
Reading	30 hours
Examination Revision	28 hours
Examination	2 hours

Total **100 hours**

Ethical Approval:

This module does not require any primary research and no ethical approval will be necessary.

BM3382 – ADVANCED MARKETING COMMUNICATIONS

Assessment and Feedback Rationale and Feedback:

The module will be assessed by one piece of **group coursework (30%)** and a **two and a half hour examination (70%)**.

The **coursework (30%)** consists of a group presentation. The aim of the coursework is for students to plan a marketing communications' campaign from scratch, within pre-given criteria. In small groups of five, within the larger tutorial group, the students will be assigned agency roles (e.g. account management, account planning, media planning, and media buying). They are therefore required to work in teams to provide a pitch presentation of their proposals to a real life business problem.. The pitch should not exceed 15 minutes (+ 5 minutes for Q&A). The presentations will be evaluated by a panel consisting of the lecturer and three business practitioners. Presentations will be given, during an allocated 20 minute slot, as part of a two day dedicated session. No feedback on performance will be given to students, with each group subject to confidentiality about their individual experience until the two day session is complete. This method of assessment is chosen directly to reflect upon all the Learning Outcomes. **The presentations take place in week 24 during a one day session.**

Written feedback on coursework will be provided within the turnaround time specified by the under-graduate office.

A project group will consist of five students. All members of each group are expected to contribute equally to the assignment without creating unnecessary heavy workload on any particular group member. To achieve this, there will be an individual component to the group assignment. Each group is therefore required to provide a joint assessment of each group member's contribution to the assignment in percentage terms (see Appendix 1). No individual assessment of one's own contribution and/or other people's contribution in percentage terms (unsigned by other group members) will be accepted. The group contribution sheet (Appendix 1) must be handed in at the same time as the assignment, signed by all group members. Any assignments are counted as late until the contribution sheet is handed in.

As a result, group members are expected to negotiate amongst themselves in order to assign each other's percentage contribution to the group. For example, say a group is awarded 70% for their assignment. If a student has 100% for their percentage contribution score, they will receive 70% (100% of 70%) for the assignment. If a student has 60% for their percentage contribution score, they will receive 42% (60% of 70%) for the assignment.

Students are encouraged to:

1. Bring to my attention (module lecturer) any problems in the group at an early stage.

BM3382 – ADVANCED MARKETING COMMUNICATIONS

2. Keep records of group assessment in the form of notes from group meetings, to allow a full evaluation of contribution and effort. This is highly important
3. Refer to the general information on the conduct of group assessment in your handbook for more information about group work.

Students should be aware that they have access to an arbitration system to give them the opportunity to 'appeal' against allocations that are considered to be unfair by any member of the group and that the Student Support Manager will run this system

The **examination (70%)** is an unseen two and a half hour paper. Students are required to answer one generic, compulsory question (40%) and a selection of two out of four specialist questions (30% each).

BM3382 – ADVANCED MARKETING COMMUNICATIONS

APPENDIX 1 GROUP CONTRIBUTION SHEET

PLEASE COMPLETE AND **ATTACH TO THE GROUP REPORT.**

MODULE: BM3382

GROUP:

(e.g. 100 means that the student will receive 100% of the Final Grade, 50 means the student will receive 50% of the Final Grade.)

Student Candidate No.	Contribution (%)

All group members contributed equally (Please Tick)

DATE: _____

MODULE:

GROUP:

Group Members Signatures (Should correspond to candidate numbers given above):
