

## Module Specification

### Summary Information

<b>Module Code</b>	5603MCIPA
<b>Formal Module Title</b>	Strategic Marcomms
<b>Career</b>	Undergraduate
<b>Credits</b>	15
<b>Academic level</b>	FHEQ Level 5
<b>Module Pass Mark</b>	40

### Learning Methods

<b>Learning Method Type</b>	<b>Hours</b>
Lecture	24
Seminar	12
Workshop	12

### Module Offering(s)

<b>Start Month</b>	<b>Duration</b>
September	28 Weeks

### Aims and Outcomes

<b>Aims</b>	Building on the Level 4 Marketing module, students will learn and apply the key steps to developing a strategic integrated marketing communications plan and expand their
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knowledge of broader marketing techniques and the cultural context. Students will learn how to implement a marketing strategy, set marketing goals, undertake a marketing audit, do market research and engage in analysis. They will consider audience segmentation, budgeting, scheduling and the evaluation process. The curriculum also introduces students to brand identity, messaging, communication, e-marketing, pricing strategy and Public Relations practice.

## Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Apply the key concepts of strategy, planning, implementation and control.
MLO2	Utilise and critically analyse the role of branding, communications and Public Relations within Strategic Marketing.
MLO3	Strategic goal setting, market research and audience development techniques.

## Module Content

### Outline Syllabus

Marketing Strategy and Implementation Plans.  
 Audience Development Strategy.  
 Brand and the 'Hero Product'.  
 Digital Marketing and Content Creation.  
 Pricing Strategy, Setting Goals and Evaluating Success.  
 PR and Messaging.

### Module Overview

Building upon the Level 4 Understanding Marketing module and looked at from the perspective of the Creative Industries and Performing Arts, students will learn and apply the key steps to developing a strategic marketing plan and expand their knowledge of broader marketing techniques and their

cultural context. The course also introduces students to brand identity, messaging and communication, e-marketing, pricing strategy and PR practice.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Report	Marketing Strategy	100	0	ML01, ML02, ML03