



ADVERTISING AND PROMOTION

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

UNIT SPECIFICATION

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Unit Title

Advertising and Promotion

Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

Learning outcome Learner will:	Assessment criteria Learner can:
1.0 Understand key issues in marketing communications	1.1 Explain the meaning of marketing communications 1.2 Evaluate the relationship between the marketing mix and marketing communications 1.3 Examine the objectives of marketing communications 1.4 Give an account on the communications theory 1.5 Examine the relationship between the communication theory and marketing communications 1.6 Analyse the major causes of communications breakdown 1.7 Explore ways by which communications breakdown can be prevented by advertisers
2.0 Understand the nature and relevance of marketing communications mix	2.1 Explain what is meant by the marketing communications mix 2.2 Explain what is meant by Integrated Marketing Communications (IMC) 2.3 Examine the relationship between marketing communications mix and Integrated Marketing Communications 2.4 Evaluate the advantages and disadvantages of Integrated Marketing Communications
3.0 Understand strategic issues in advertising	3.1 Explain what is meant by advertising and advertising strategy 3.2 Examine the importance of advertising strategy in marketing 3.3 Analyse the factors that should be considered when formulating advertising strategies 3.4 Examine the purpose of advertising and evaluate the main tasks advertising seeks to achieve

	<p>3.5 Analyse the key considerations that an organization must make before advertising</p> <p>3.6 Examine primary, selective, product, and institutional advertising</p> <p>3.7 Examine the various types of advertising media and evaluate their advantages and disadvantages</p> <p>3.8 Analyse how the success of a company's advertising can be measured</p>
<p>4.0 Understand the nature of direct marketing</p>	<p>4.1 Explain what is meant by direct marketing</p> <p>4.2 Analyse the main reasons that have led to the increase in direct marketing</p> <p>4.3 Evaluate the benefits of direct marketing</p> <p>4.4 Evaluate how customer databases have influenced the development of direct marketing</p> <p>4.5 Analyse the various techniques used in direct marketing</p>
<p>5.0 Understand the nature of direct response advertising</p>	<p>5.1 Explain what is meant by direct response advertising and evaluate its significance in marketing management</p> <p>5.2 Examine various direct response techniques used in marketing</p> <p>5.3 Evaluate the advantages and disadvantages of direct response advertising</p>
<p>6.0 Understand the significance of promotion in marketing</p>	<p>6.1 Explain the meaning of sales promotion</p> <p>6.2 Evaluate the objectives of sales promotion</p> <p>6.3 Examine the advantages and disadvantages of the different sales promotion methods</p>

<p>7.0 Understand the nature of selling and the sales force</p> <p>8.0 Understand the relevance of public relations in marketing management</p>	<p>6.4 Analyse the key considerations that must be made by an organization before embarking on a sales promotion</p> <p>7.1 Evaluate the types of selling</p> <p>7.2 Explore the skills that must be possessed by a sales person</p> <p>7.2.1 Discuss the multi-faceted roles of a sales person</p> <p>7.3 Evaluate the impact of technology on the operations of a salesperson</p> <p>8.1 Examine the public relations function of an organization</p> <p>8.2 Examine why public relations is important in a marketing campaign</p> <p>8.3 Analyse the scope of public relations activity that may be undertaken by an organization</p>
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Recommended learning resources

<p>Indicative reading</p>	<p>Groucutt et al 2004. Marketing; essential principles, new realities: London ISBN: 0 7494 4114 3</p> <p>George E Belch et al 2011; Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill ISBN: 978-0071314404</p> <p><u>Further reading</u> Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford ISBN: 978-0199579617</p> <p>David Jobber 2009; Principles and practice of marketing. McGraw Hill ISBN: 978-0077123307</p> <p>Kotler et al 2009; Marketing Management. Prentice Hall ISBN: 978-0273718567</p>
<p>Learning Aid</p>	<ul style="list-style-type: none"> • A comprehensive IPED study material is available to aid in learning and research of this unit. • We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.