### **Scheme of Work**

**COURSE:** ABE Level 5 Integrated Marketing Communications

| **Element, Learning Outcome and assessment criteria** | **Session title** | **Topics covered** | **Approx.**  **Duration** | **Session Plan** | **Resource** | **Formative Activity** |
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| Element 1  LO 1  1.1 | **Session 1: The concepts and principles of IMC** | Theories of the marketing communications process  The nature and principles of IMC  Trends and changes in marketing communications | 4 hours | SESSION PLAN – Element 1 LO1 – Session 1 | 5UIMC Tutor Presentation E1.pptx | **5UIMC E1 LO1 Activity 1 - Communication breakdown for Starbucks**  **Homework task** |
| Element 1  LO1  1.2 | **SESSION 2: The purpose and benefits of a fully integrated marketing communications campaign** | The advantages and importance of IMC to the consumer and the organisation  The role of IMC in contributing to the overall marketing strategy  The difference between strategic and tactical use of IMC  How IMC contributes to organisational objectives  The conditions needed for successful IMC  Why some organisations do not achieve IMC  The challenges that IMC can present | 4-5 hours | SESSION PLAN – Element 1 LO1 – Session 2 | 5UIMC Tutor Presentation E1.pptx | **5UIMC E1 LO1 Activity 2 - IMC and smart marketing**  **Homework/break task**  **5UIMC E1 LO1 Activity 3 - What’s stopping you?**  **Homework task** |
| Element 1  LO1  1.3 | **SESSION 3: The ethical aspects involved in IMC** | The ethical imperative of IMC  The impact of ethical behaviours on the brand, the customer and society  The responsibility of marketers to uphold ethical best practice. | 4 hours | SESSION PLAN – Element 1 LO1 – Session 3 | 5UIMC Tutor Presentation E1.pptx | **5UIMC E1 LO1 Activity 4 - Keeping it clean**  **Homework task** |
| Element 2  LO2  2.1 | **SESSION 1: The components of the IMC mix** | Setting the objectives for marketing communications  Identifying the different online and offline media channels included in the IMC mix  The principles behind selecting appropriate media touchpoints to meet different marketing objectives | 2 hours | SESSION PLAN – Element 2 LO2 – Session 1 | 5UIMC Tutor Presentation E2.pptx | **5UIMC E2 LO2 Activity 1: Planning the media plan**  **5UIMC E2 LO2 Activity 2 -Advertising Effectiveness Awards** |
| Element 2  LO2  2.2 | **SESSION 2: The diverse nature and purpose of advertising in the IMC plan** | Types of advertising strategy  The different traditional and digital advertising channels  The advertising process  The advantages and drawbacks of advertising for an organisation | 2 HOURS  6 slides  1 activity | SESSION PLAN Element 2 LO2 – Session 2 | 5UIMC Tutor Presentation E2.pptx | **Homework task** |
| Element 2  LO2  2.3 | **SESSION 3: Explain the nature and purpose of public relations, sponsorship and product placement in the IMC plan** | Methods to achieve earned media coverage across different channels  The growing importance of social media and the influence of opinion leaders on customer choices  How organisations use public relations to manage bad publicity and limit damage to the brand's reputation  The role and purpose of different types of sponsorship  The benefits and drawbacks of sponsorship  How organisations use event marketing to build the brand image | 2 hours | SESSION PLAN Element 2 LO2 – Session 3 | 5UIMC Tutor Presentation E2.pptx | **5UIMC E2 LO2 Activity 3 - Animals are not clowns** |
| Element 2  LO2  2.4 | **SESSION 4: The role and nature of Direct Marketing (DM) methods** | A definition of Direct Marketing  The factors involved in planning and implementing DM campaigns  The importance of capturing and maintaining accurate, meaningful and current customer intelligence for generate audience insights  Regulations affecting permission marketing, data security and face-to-face selling  Sales promotion as part of the CRM strategy  The advantages and limitations of Direct Marketing and CRM | 2 hours | SESSION PLAN Element 2 LO2 – Session 4 | 5UIMC Tutor Presentation E2.pptx | **5UIMC E2 LO2 Activity 4 - The KitKat Campaign** |
| Element 2  LO2  2.5 | **SESSION 5: The concept of corporate and internal communications** | The role and purpose of corporate and internal communications as part of the IMC strategy  The advantages to the organisation and its employees of consistent brand communications for managing corporate reputation | 2 hours | SESSION PLAN Element 2 LO2 – Session 5 | 5UIMC Tutor Presentation E2.pptx | **5UIMC E2 LO2 Activity 5 - Banking on good corporate communications** |
| Element 2  LO2  2.6 | **SESSION 6: Dynamic interactive media** | The role of social, search and other interactive media  Interactive media  Social media  Interactive strategies | 2 hours | SESSION PLAN Element 2 LO2 – Session 6 | 5UIMC Tutor Presentation E2.pptx | **5UIMC E2 LO2 Activity 6 - Brand must be remarkable to be seen and heard**  **Homework task** |
| Element 3  LO3  3.1 | **SESSION 1: The principles of brand marketing** | The value of a brand  The influence of a brand on consumer choice  The brand persona; personality and characteristics  Brand positioning  The Brand Value Proposition  Brand equity | 3 hours | SESSION PLAN Element 3 LO3 – Session 1 | 5UIMC Tutor Presentation E3.pptx | **5UIMC E3 LO3 Activity 1 - The Power of the Brand**  **Homework task** |
| Element 3  LO3  3.2 | **SESSION 2: Customer behaviour and the customer journey** | Principles of customer segmentation  Customer decision-making process    Customer behaviour across countries and cultures  Models and concepts of customer journey | 3 hours | SESSION PLAN Element 3 LO3 – Session 2 | 5UIMC Tutor Presentation E3.pptx | **5UIMC E3 LO3 Activity 2 - Going for gold**  **5UIMC E3 LO3 Activity 3 - Brands recruit the brave and the bold**  **Homework task** |
| Element 3  LO3  3.3 | **SESSION 3: Positioning the brand in different markets and sectors** | The STP model  Segmenting consumer and industrial groups  Aligning the brand position with the target audience  IMC strategies to target different consumer and industrial segments  The customer value proposition | 3 hours | SESSION PLAN Element 3 LO3 – Session 3 | 5UIMC Tutor Presentation E3.pptx | **Homework task** |
| Element 3  LO3  3.4 | **SESSION 4: The influence of different on and off-line media channels on the brand’s positioning** | Media channel choice  Brand positioning strategy | 3 hours | SESSION PLAN Element 3 LO3 – Session 4 | 5UIMC Tutor Presentation E3.pptx | **5UIMC E3 LO3 Activity 4 - Being seen in all the right places**  **Homework task** |
| Element 4  LO4  4.1 | **SESSION 1: Contingency plans and applying them to marketing campaign management** | Campaign management  Roles, responsibilities and stakeholders  Cross-functional teams | 3-4 hours | SESSION PLAN Element 4 LO4 – Session 1 | 5UIMC Tutor Presentation E4.pptx | **5UIMC LO4 E4 Activity 1 When the plan falls apart** |
| Element 4  LO4  4.2 | **SESSION 2: Gathering and measuring IMC campaign performance data** | IMC campaign performance measurement  Qualitative research  Quantitative research  Reporting and presenting campaign performance | 3-4 hours | SESSION PLAN Element 4 LO4 – Session 2 | 5UIMC Tutor Presentation E4.pptx | **5UIMC LO4 E4 Activity 2 - In search of an answer**  **Homework task** |
| Element 5  LO5  5.1 | **SESSION 1: The process of implementing the IMC campaign** | Marketing planning models  SMART IMC campaign objectives    The influence of digital tools and channels | 4.5 hours | SESSION PLAN Element 5 LO5 – Session 1 | 5UIMC Tutor Presentation E5.pptx | **5UIMC E5 LO5 Activity 1 - An integrated campaign for good**  **Homework task** |
| Element 5  LO5  5.2 | **SESSION 2: The role of third party agencies in providing creative, media, and marketing services** | Marketing services agencies  Methods used to search for and select appropriate agencies  The agency-client relationship | 4.5 hours | SESSION PLAN Element 5 LO5 – Session 2 | 5UIMC Tutor Presentation E5.pptx | **5UIMC E5 LO5 Activity 2: Time to Hire the Help**  **Homework task** |
| Element 5  LO5  5.3 | **SESSION 3: How business-to-business marketing and business-to-customer marketing differ** | Principles of business-to-business (B2B) marketing  B2B customer segmentation, targeting and positioning  B2B IMC strategies | 4.5 hours | SESSION PLAN Element 5 LO5 – Session 3 | 5UIMC Tutor Presentation E5.pptx | **5UIMC E5 LO5 Activity 3: Same tune; different drum beat**  **Homework task** |
| Element 5  LO5  5.4 | **SESSION 4: How the IMC strategy is applied in different markets and sectors** | The service sector  Charities, non-profit and public-sector organisations  Fast-moving consumer goods (FMCG) markets | 4.5 hours | SESSION PLAN Element 5 LO5 – Session 4 | 5UIMC Tutor Presentation E5.pptx | **5UIMC LO5 E5 Activity 4 - City Council Bike Hire Scheme** |
| SUMMARY | **IMC Module round-up** | Summary of the module  Assignment  Referencing  Critical thinking | Locally set |  |  | Write a bullet point outline of your planned assignment for review |