### **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 1LO 1 1.1 | **Session 1: The concepts and principles of IMC**  | Theories of the marketing communications processThe 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 1LO11.2 | **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 strategyThe difference between strategic and tactical use of IMC How IMC contributes to organisational objectives The conditions needed for successful IMCWhy 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 1LO11.3 | **SESSION 3: The ethical aspects involved in IMC** | The ethical imperative of IMCThe impact of ethical behaviours on the brand, the customer and societyThe 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 2LO22.1 | **SESSION 1: The components of the IMC mix** | Setting the objectives for marketing communicationsIdentifying the different online and offline media channels included in the IMC mixThe 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 2LO22.2 | **SESSION 2: The diverse nature and purpose of advertising in the IMC plan**  | Types of advertising strategyThe different traditional and digital advertising channelsThe advertising processThe advantages and drawbacks of advertising for an organisation | 2 HOURS6 slides1 activity | SESSION PLAN Element 2 LO2 – Session 2 | 5UIMC Tutor Presentation E2.pptx | **Homework task** |
| Element 2LO22.3 | **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 channelsThe growing importance of social media and the influence of opinion leaders on customer choicesHow organisations use public relations to manage bad publicity and limit damage to the brand's reputationThe 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 2LO22.4 | **SESSION 4: The role and nature of Direct Marketing (DM) methods**  | A definition of Direct MarketingThe factors involved in planning and implementing DM campaigns The importance of capturing and maintaining accurate, meaningful and current customer intelligence for generate audience insightsRegulations affecting permission marketing, data security and face-to-face sellingSales promotion as part of the CRM strategyThe 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 2LO22.5 | **SESSION 5: The concept of corporate and internal communications**  | The role and purpose of corporate and internal communications as part of the IMC strategyThe 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 2LO22.6 | **SESSION 6: Dynamic interactive media** | The role of social, search and other interactive mediaInteractive 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 3LO33.1 | **SESSION 1: The principles of brand marketing** | The value of a brand The influence of a brand on consumer choiceThe brand persona; personality and characteristicsBrand positioning The Brand Value PropositionBrand 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 3LO33.2 | **SESSION 2: Customer behaviour and the customer journey** | Principles of customer segmentation Customer decision-making process Customer behaviour across countries and culturesModels 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 3LO33.3 | **SESSION 3: Positioning the brand in different markets and sectors** | The STP modelSegmenting consumer and industrial groupsAligning the brand position with the target audienceIMC strategies to target different consumer and industrial segmentsThe customer value proposition | 3 hours | SESSION PLAN Element 3 LO3 – Session 3 | 5UIMC Tutor Presentation E3.pptx |  **Homework task** |
| Element 3LO33.4 | **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 4LO44.1 | **SESSION 1: Contingency plans and applying them to marketing campaign management** | Campaign managementRoles, responsibilities and stakeholdersCross-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 4LO44.2 | **SESSION 2: Gathering and measuring IMC campaign performance data** |  IMC campaign performance measurementQualitative researchQuantitative researchReporting 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 5LO55.1 | **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 5LO55.2 | **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 agenciesThe 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 5LO55.3 | **SESSION 3: How business-to-business marketing and business-to-customer marketing differ** | Principles of business-to-business (B2B) marketingB2B 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 5LO55.4 | **SESSION 4: How the IMC strategy is applied in different markets and sectors** | The service sector Charities, non-profit and public-sector organisationsFast-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 moduleAssignmentReferencingCritical thinking | Locally set |  |  | Write a bullet point outline of your planned assignment for review |