

Module Descriptor Definitive Document

Module Code	BSND02
Version	1.4
Module Title	Advertising and Promotion
Credits	20
Academic Level (FHEQ)	5
Study Period	A
Prerequisites and co-requisites	Introduction to Marketing

Content (Indicative)

Examination of the advertising and promotion strategies of businesses ranging from SMEs to large corporate firms. Evaluation of marketing campaigns that have been utilised within global, national or local contexts. Production of a re- design of an existing campaign.

Teaching and Learning Experience

- Blended Learning
- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

On successful completion of this module students will be able to:

1. Demonstrate an understanding of differing advertising and promotional strategies.
2. Evaluate marketing campaigns that have been utilised within global, national or local contexts.
3. Re-design a chosen advertising or promotional campaign.

Assessment

Assessment task	Load	Weighting	Learning Outcomes assessed
Report	up to 5000 words (or equivalent)	100%	1 - 3

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Indicative reading (APA 7th edition referenced)

Books

- Armstrong, G., & Kotler, P. T. (2016). *Introduction to Marketing* (13th ed.). Pearson. (available as e-book)
- Baker, M., & Hart, S. (2016). *The marketing book*. Butterworth Heinemann.

Brassington, F., & Pettitt, S. (2013). *Essentials of marketing* (3rd Ed.). Pearson. (e-book?)
Jobber, D., & Ellis-Chadwick, F. (2012). *Principles and Practice of Marketing*. McGraw-Hill
Kotler, P. (2016). *Marketing management*. Pearson Prentice Hall. (available as ebook) Kotler,
P. et al. (2013). *Principles of marketing*. (5th ed.). Financial Times Prentice Hall.
Kotler, P. T., & Armstrong, G. (2010). *Principles of marketing* (13th ed.). Pearson. Sethna,
Z., & Blythe, J. (2019). *Consumer behaviour* (4th Ed.). Sage Publishing.

Journals

Journal of Marketing
European Journal of Marketing
Journal of Marketing Research
Journal of Marketing Management

Websites

Chartered Institute of Marketing www.cim.co.uk