

Module Descriptor Definitive Document

Module Code	BSND52
Version	1
Module Title	Advertising and Promotion
Credits	20
Valid From	1 st January 2025
Status	Validated
Subject Board	BSND52
HECoS Code	100079
Academic Level (FHEQ)	5
Study Period	A
Prerequisites and co-requisites	None
Not available to students taking/having taken	N/A

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

- Guided Independent Study
- Lectures
- Seminars

Module Learning Outcomes (MLOs)

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

1. Demonstrate a comprehensive 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	Weighting	Module Learning Outcomes Assessed
Promotion campaign	100%	1-3

Indicative reading

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