



Core Modules: Strategic Marketing Management (10 ECTS)

Competences

- a) Develop and maintain a comprehensive environmental scanning process that utilises cutting-edge analytical tools and methodologies to monitor, predict, and assess the impact of external factors on marketing strategies across diverse markets.
- b) Integrate a strategic evaluation framework into marketing planning that systematically analyses external environmental factors using PESTEL analysis and other relevant models to ensure the organisation's marketing strategy is highly responsive to changes in the external environment.
- c) Develop positioning strategies that are deeply informed by ongoing competitive intelligence and external environmental analysis, ensuring the organisation's value proposition is uniquely aligned with market needs and ahead of competitors.
- d) Establish a culture of proactive horizon scanning by training teams in the latest methods of environmental analysis and fostering a mindset geared towards anticipating future trends and their potential impact on the organisation.

Knowledge

- a) Define the separate marketing functions within a marketing-oriented organisation and describe how each function interrelates and can be effectively managed in context.
- b) Describe key performance indicators and their importance in the context of developing a strategic marketing plan.
- c) Identify the components of internal analyses in a strategic marketing context and their relationship to the development of competitive advantage.
- d) Identify external analyses techniques such as PESTLE and Five Forces to assess the business environment.

Skills

- a) Create a marketing strategy that is holistic in nature and internally congruent both in terms of conceptual and operational requirements.
- b) Use best practice examples to show how effective marketing strategies can contribute to an organisation's success.



- c) Apply strategic marketing theories, models and concepts in order to make effective recommendations to marketing practitioners in real world scenarios.
- d) Demonstrate to marketing practitioners how they can effectively use marketing channels to deliver value to customers and clients.
- e) Plan for the most effective means of monitoring and measuring the various components of a strategic marketing plan.

Module-Specific Learner Skills

- a) Ability to engage in strategic foresight by identifying emerging trends, predicting potential impacts on the business, and adapting marketing strategies proactively.
- b) Proficiency in conducting comprehensive environmental scans and employing critical thinking to analyse and interpret data from various external sources. This includes understanding the implications of political, economic, social, technological, environmental, and legal (PESTEL) factors on marketing strategies and business operations.
- c) Capability to apply innovative thinking and proactive problem-solving skills in developing unique marketing strategies and solutions that address future market needs and challenges.

Module-Specific Digital Skills and Competences

- a) Use AI tools and techniques for market analysis, including predictive analytics and machine learning algorithms, to generate actionable insights.
- b) Design and implement digital marketing strategies that are optimised using AI technologies.
- c) Utilise AI and data analytics tools to analyse customer behaviour and preferences comprehensively.

Branding and Marketing Communications (10 ECTS)

Competences

- a) Propose ethical and effective use of data in crafting IMC strategies.
- b) Plan integrated marketing communications strategies to maximise engagement.
- c) Evaluate and refine the marketing communications mix for an organisation.
- d) Monitor and adapt the use of technology in IMC strategies.



Knowledge

- a) Identify relevant examples of international best practice that can help practitioners to develop effective marketing communications strategies.
- b) Match the most appropriate marketing communications tools, platforms and media to different marketing scenarios.
- c) Find links between good ethical marketing communications practices and positive corporate reputation in the global environment.

Skills

- a) Apply the appropriate knowledge and skills to develop an integrated marketing communications strategy using a 'live' brief.
- b) Design a marketing communications plan for an organisation that is aligned with its corporate values and wider marketing strategy.
- c) Prepare marketing communications recommendations which are tailored to a wide range of organisational stakeholders.
- d) Compose straplines or similar creative messages which are engaging and appropriate for a target audience.
- e) Demonstrate understanding of the role of marketing communications tools such as public relations and advertising and the limitations of these tools in various scenarios.

Module-Specific Learner Skills

- a) Critically analyse the benefits and issues of marketing communications concepts.
- b) Critically evaluate and synthesis marketing communications strategies employed by organisations in different contexts.

Module-Specific Digital Skills and Competences

- a) Utilising Google Analytics or similar tools to track and analyse key marketing metrics such as website traffic, conversion rates, bounce rates, and user demographics.
- b) Understanding how to interpret data obtained from Google Analytics to assess the effectiveness of marketing communication strategies and make informed decisions for optimisation.
- c) Implement strategies to improve website performance and user experience based on insights gathered from digital analytics tools.



Consumer Behaviour and Research (10 ECTS)

Competences

- a) Critically evaluate the success of current models in predicting the consumer purchase decision.
- b) Produce an analysis of an individual's consumer behaviour based on theoretical themes, models and concepts.
- c) Guide marketing practitioners to respond to the ways in which consumers make decisions in different scenarios.
- d) Produce a set of recommendations for marketing practitioners that are responsive to changing patterns of consumer behaviour.

Knowledge

- a) List the most salient psychological, cultural and environmental themes and factors which can have an impact on consumer behaviour.
- b) Describe the sequences involved in both basic and more involved decision-making scenarios.
- c) Describe the roles of cognition and affect in consumer decision-making, while analysing the variances and commonalities in behaviour concerning inclusivity and diversity factors.

Skills

- a) Apply relevant themes, models and concepts to understand and predict our behaviour as consumers in a range of contexts.
- b) Show understanding of how organisations and individuals behave differently in the context of consumer behaviour.
- c) Demonstrate an understanding of how a consumer's cultural background and other external factors can have a profound impact on their behaviour, employing skills that foster empathy and the ability to comprehend diverse perspectives.
- d) Demonstrate understanding of how an individual's traits and psychological profiles can have a profound impact on their behaviour as consumers.
- e) Prepare recommendations for an organisation to develop strategies which are responsive to identified patterns of consumer and client behaviour.

Module-Specific Learner Skills

- a) Thoroughly evaluate the advantages and challenges associated with marketing communication concepts, particularly in the context of consumer behaviour analysis.



- b) Conduct a critical assessment and synthesis of marketing communications strategies utilised by organisations across various contexts, emphasising their effectiveness in influencing consumer behaviour.

Module-Specific Digital Skills and Competences

- a) Employ predictive analytics models powered by AI to forecast consumer trends, preferences, and purchasing behaviour, enabling the development of proactive marketing strategies.

Integrative Research and Consultancy Project (30 ECTS)

Competences

- a) Design and execute a research or consultancy project from inception through to completion.
- b) Develop a comprehensive research proposal that addresses a relevant problem within their field of study.
- c) Navigate ethical considerations in research and consultancy, ensuring integrity and respect for participants and data.
- d) Apply critical thinking to evaluate existing literature and research findings within their discipline.
- e) Communicate research findings effectively, both in written and oral forms, to academic and professional audiences.
- f) Collaborate effectively with peers, academic advisors, and industry professionals to enhance the quality and impact of their research.

Competences For learners pursuing Quantitative Methods:

- a) Develop and test hypotheses using appropriate statistical techniques.
- b) Design and implement surveys or experiments to collect numerical data relevant to their research questions.
- c) Analyse quantitative data using statistical software, interpreting the results to draw evidence-based conclusions.
- d) Understand and apply the principles of sampling theory to ensure the representativeness and reliability of data.
- e) Evaluate the validity and reliability of quantitative measures and the robustness of research findings.



Competences For learners pursuing Qualitative Methods:

- a) Design and conduct qualitative research, including ethnographies, case studies, or grounded theory research, to explore complex phenomena within their field.
- a) m) Employ a range of data collection methods such as interviews, focus groups, and observations to gather in-depth insights.
- b) Analyse qualitative data through coding and thematic analysis to identify patterns, themes, and narratives.
- c) Assess the trustworthiness and credibility of qualitative research findings through rigorous methodological reflexivity.
- d) Utilise qualitative insights to develop a deep understanding of human behaviour, social processes, and organisational dynamics.

Knowledge

- a) Understand the fundamental principles of designing and executing both research and consultancy projects within a specific academic or industry context.
- b) Grasp the ethical standards and considerations that govern research and consultancy practices, ensuring responsible conduct and integrity.
- c) Demonstrate an in-depth knowledge of various research methodologies and how they apply to solving real-world problems.
- d) Critically evaluate and synthesise existing literature and research findings to identify gaps and opportunities for new research.
- e) Appreciate the importance of clear and effective communication in presenting research findings to both academic and professional audiences.
- f) Recognise the value of interdisciplinary approaches and collaborations in enhancing research quality and applicability.

Knowledge For learners specialising in Quantitative Methods:

- a) Acquire a solid understanding of statistical concepts, including hypothesis testing, probability, and statistical significance.
- b) Gain proficiency in using statistical software for data analysis, enabling the translation of numerical data into actionable insights.
- c) Learn the principles of survey design and experimentation, including question design, sampling strategies, and data collection techniques.
- d) Understand the methodologies for analysing and interpreting quantitative data to support or refute hypotheses.
- e) Develop an awareness of the strengths and limitations of quantitative research in contributing to evidence-based conclusions.



Knowledge For learners specialising in Qualitative Methods:

- a) Deepen their knowledge of qualitative research design, including case study, ethnography, and phenomenological approaches.
- b) Master various qualitative data collection methods, such as in-depth interviewing, participant observation, and focus groups.
- c) Learn techniques for analysing qualitative data, including coding, thematic analysis, and narrative construction.
- d) Understand how to ensure the credibility and trustworthiness of qualitative research findings through methodological rigor and reflexivity.
- e) Appreciate the depth and richness that qualitative research can bring to understanding complex social phenomena, behaviours, and experiences.

Skills

- a) Synthesise theory in a practical context to evidence knowledge, understanding and transferrable skills with regards to the taught components of their studies.
- b) Apply research methods and design.
- c) Demonstrate understanding of data analysis and interpretation.
- d) Show knowledge of industry-specific domain expertise.
- e) Prepare effective reports and presentations.
- f) Practice project management and engagement techniques.

Module-Specific Learner Skills

- a) Develop analytical and critical thinking skills to evaluate information, identify underlying assumptions, and construct well-reasoned arguments and solutions.
- b) Understand research methods and design, encompassing both qualitative and quantitative approaches, to appropriately frame research questions and choose suitable methodologies.
- c) Gain proficiency in data collection and analysis by mastering techniques for gathering, evaluating, and interpreting data, ensuring accuracy and relevance in research findings.
- d) Improve communication and report writing skills, enhancing the ability to articulate research objectives, methodologies, findings, and implications clearly and persuasively to diverse audiences.
- e) Practice effective time management and project planning, ensuring efficient progression from research conception to completion, while adhering to timelines and managing resources.
- f) Enhance engagement and negotiation skills, critical for facilitating data collection and other research-related interactions.



Module-Specific Digital Skills and Competences

- a) Use data management and analysis using software.
- b) Use technology for communication and collaboration.
- c) Use presentation and visualisation skills using digital tools.
- d) Review literature using online resources.
- e) Understand cybersecurity, ethical considerations and data privacy.

Elective Modules:

Digital Marketing Communications (10 ECTS)

Competences

- a) Design and propose detailed digital marketing plans that leverage the latest digital tools and platforms, incorporating artificial intelligence (AI) to enhance campaign effectiveness.
- b) Assess the potential of AI technologies within digital marketing efforts, understanding how to ethically and effectively integrate AI tools for personalised marketing, predictive analytics, and automated customer interactions.
- c) Evaluate the ethical considerations associated with digital marketing strategies, including data privacy, consent, and the responsible use of AI, ensuring adherence to legal standards and ethical norms.
- d) Master the skills needed to plan, execute, and manage digital marketing campaigns that incorporate AI technologies, understanding the technical requirements and strategic considerations for successful implementation.

Knowledge

- a) Identify and critically evaluate strategies, tools and development approaches for digital marketing.
- b) Define the basics of digital marketing and its difference from traditional marketing.
- c) Identify key elements of the global regulatory environment as it relates to digital marketing communications strategy development and implementation.
- d) Describe appropriate digital marketing tactics, such as SEO, PPC and email marketing.



- e) Elaborate on how burgeoning technologies, particularly in domains such as Artificial Intelligence (AI) and Virtual Reality (VR), are intricately shaping the paradigm of Digital Marketing Communications.

Skills

- a) Critically analyse and synthesise the current internet and digital marketing communications practices in global organisations and critically evaluate suggestions for improvement to these practices.

Module-Specific Learner Skills

- a) Describe strategies for reaching consumers using a range of channels, tools and devices.
- b) Recall how to measure and analyse the results of digital marketing campaigns using appropriate measurement tools.
- c) Define the process of developing and executing an outline of digital strategy.
- d) Identify ethical and legal considerations in digital marketing, including data privacy and copyright laws.

Module-Specific Digital Skills and Competences

- a) Apply knowledge of some of the tactical aspects of putting a digital strategy into practice, such as on-page and off page SEO.
- b) Develop the ability to create engaging augmented reality (AR) content for marketing purposes, leveraging AR tools and platforms to enhance consumer experiences and brand engagement.
- c) Acquire proficiency in utilising AI algorithms to analyse market trends, consumer behaviour, and competitor strategies, enabling informed decision-making in digital marketing campaigns.

Technology Enabled Marketing (10 ECTS)

Competences

- a) Collaborate seamlessly with team members to expertly implement data-driven marketing strategies.
- b) Diligently ensure compliance with ethical guidelines and regulations in the collection and utilisation of big data for marketing purposes.
- c) Skillfully manage and systematically carry out tasks related to the implementation of AI technologies in marketing campaigns.



- d) Carefully supervise and meticulously monitor the performance of automated customer service systems to optimise user experiences.
- e) Thoughtfully advise stakeholders on the seamless integration of hyper personalization techniques to enhance customer engagement.
- f) Diplomatically negotiate strategic partnerships and eloquently represent the organisation in the implementation of programmatic advertising initiatives.

Knowledge

- a) Gain insight into the utilisation of rapidly evolving technology and data analytics to effectively map and analyse customer journeys within marketing contexts.
- b) Comprehend the strategic complexities confronted by contemporary practitioners in meeting the heightened demands and expectations of consumers within the digital landscape.
- c) Conduct critical assessment and evaluation of the ethical dilemmas encountered by marketers when employing data and emerging technologies, ensuring a thorough understanding of ethical considerations in marketing practices.
- d) Recognise the potential of technology-enabled tools, such as Augmented Reality (AR) and Virtual Reality (VR), in generating competitive advantages for businesses, fostering an appreciation for innovative technological applications in marketing strategies.
- e) Acquire knowledge regarding the diverse organisational applications of technology and data-driven approaches, transcending industry boundaries to understand the universal relevance and impact of modern marketing practices.

Skills

- a) Proficiency in utilising advanced data analytics tools to analyse and interpret complex datasets for informed decision-making.
- b) Competence in developing and implementing innovative marketing strategies leveraging emerging technologies such as AI, AR, and VR.
- c) Mastery of communication skills to effectively convey marketing insights and recommendations to diverse stakeholders.
- d) Ability to critically evaluate ethical implications and considerations in marketing practices, demonstrating ethical decision-making.
- e) Skill in adapting to and managing rapid technological advancements in the marketing landscape, ensuring agility and responsiveness.
- f) Capacity to collaborate effectively within multidisciplinary teams to achieve marketing objectives and drive organisational success.
- g) Confidence in utilising persuasive techniques and negotiation skills to influence consumer behaviour and drive sales.



- h) Proficiency in project management to efficiently plan, execute, and monitor marketing campaigns and initiatives.
- i) Adaptability to diverse cultural contexts and market environments, facilitating effective global marketing strategies.
- j) Ability to continuously learn and stay updated on industry trends and best practices to maintain competitiveness in the dynamic marketing field.

Module-Specific Learner Skills

- a) Proficiently conduct comprehensive market research to identify consumer needs, preferences, and trends, facilitating informed decision-making in marketing strategies.
- b) Develop and implement targeted marketing campaigns tailored to specific demographic segments, optimizing engagement and conversion rates.
- c) Analyse marketing metrics and performance indicators to evaluate the effectiveness of campaigns and make data-driven adjustments for continuous improvement.

Module-Specific Digital Skills and Competences

- a) Proficiently utilise data analytics tools and techniques to analyse consumer behaviour patterns, extract actionable insights, and optimise marketing strategies for enhanced ROI.
- b) Master digital marketing platforms and technologies, including social media advertising, email marketing automation, and search engine optimization (SEO), to effectively reach and engage target audiences.
- c) Leverage emerging digital technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) in marketing initiatives to create immersive brand experiences and drive customer engagement.

Global Marketing Management (10 ECTS)

Competences

- a) Critically evaluate the main approaches to global marketing and analyse the information required to establish and implement effective global marketing decisions, policies and strategies.
- b) Demonstrates the ability to evaluate and incorporate principles of inclusivity and diversity within international marketing strategies, recognising their significance in addressing diverse cultural, social, and demographic landscapes.



Knowledge

- a) Critically evaluate management problems in the area of global marketing, including market entry strategies and courses of action within the situation-dependent context.
- b) Understand the principles and strategies of marketing in a global context, including cultural differences, consumer behaviour, and market segmentation.
- c) Gain knowledge of how to develop and manage global brands, including market research, product positioning, and branding strategies.
- d) Understand different market entry strategies, such as exporting, licensing, franchising, and direct investment.
- e) Gain knowledge of the 4Ps of marketing (product, price, promotion, and place), and how to apply them in a global context.

Skills

- a) Critically evaluate the key marketing practices employed by global organisations in various contexts.
- b) Critically analyse a marketing plan and the range of skills required to design and implement the marketing plan for a global organisation.
- c) Apply the principles and strategies of marketing in a global context, including cultural differences, consumer behaviour, and market segmentation.
- d) Design and manage global brands, including conducting market research, positioning products, and constructing branding strategies.
- e) Demonstrate an understanding of different market entry strategies, such as exporting, licensing, franchising, and direct investment.
- f) Apply the 4Ps of marketing (product, price, promotion, and place) in a global context.
- g) Practice marketing communication to promote products and services globally, including advertising, public relations, and digital marketing.

Module-Specific Learner Skills

- a) Understanding of the role of marketing communication in promoting products and services globally, including advertising, public relations, and digital marketing.
- b) Knowledge of the different marketing channels and distribution networks available for global marketing, including direct and indirect distribution.
- c) Understanding of the process of market research and analysis, including the use of secondary data sources and primary research methods.
- d) Knowledge of the principles of pricing, including pricing strategies for global markets and the impact of exchange rates and tariffs on pricing.



- e) Understanding of global trade regulations and ethical considerations in global marketing, including issues related to cultural sensitivity and intellectual property.
- f) Knowledge of the principles and practices of digital marketing, including search engine optimization (SEO), social media marketing, and e-commerce.

Module-Specific Digital Skills and Competences

- a) Understanding of how to develop and implement a digital marketing strategy in a global context, including market research, consumer behaviour analysis, and target audience identification.
- b) Knowledge of how to apply the 4Ps of marketing (product, price, promotion, and place) to digital channels and platforms, such as websites, social media, and e-commerce in a global context.
- c) Understanding of different digital advertising formats, such as display advertising, social media advertising, and search engine advertising, and how to plan and execute digital advertising campaigns in a global context.
- d) Knowledge of social media platforms and their use for marketing, including content creation, audience engagement, and analytics in a global context.

Social Media Communications (10 ECTS)

Competences

- a) Advise on the role of key social media platforms, detailing how and where they are utilised in relation to specific marketing objectives and target audiences.
- b) Monitor current developments in social media and its potential impact on the marketing strategies of a chosen organisation.
- c) Produce social media marketing metrics for a chosen company.

Knowledge

- a) Identify social media marketing strategies, tools, and development approaches for building brand awareness, increasing market share and entering new markets.
- b) Describe the four zones of social media.
- c) Define the importance of augmented reality, microblogging, e-sports and m-commerce within SMC.



Skills

- a) Demonstrate the relationship between the design, deployment and implementation of social media marketing strategies and successful organisations marketing strategies and objectives.
- b) Demonstrate current developments in social media and apply these to the marketing strategies of a chosen organisation.
- c) Show current social media marketing best practices in a global organisation and apply these to a chosen organisation in order to improve performance and build an organisation of the 21st century.
- d) Design a social media strategy for a company of your choice.
- e) Plan a social media audit for a chosen company.

Module-Specific Learner Skills

At the end of the module/unit the learner will be able to gain:

- a) Operate and effectively communicate in a digital environment.
- b) Show respect to digital privacy and confidentiality of organisational data.

Module-Specific Digital Skills and Competences

- a) Plan an effective social media communication strategy, using relevant social media tools and platforms.
- b) Apply critical thinking to social media communication.
- c) Develop the ability to utilise AI-driven social media analytics tools (e.g., Sprout Social, Hootsuite Analytics) to track and analyse key performance metrics such as mentions, likes, followers, share of voice, engagement, and conversion rates.
- d) Acquire skills in leveraging AI algorithms for content optimisation, including automated content generation, A/B testing, and predictive analytics, to enhance content relevance, engagement, and effectiveness on social media platforms.

Cross-Cultural Management (10 ECTS)

Competences

- a) Critically evaluate the implications of culture and/or language differences in business communication.



Knowledge

- a) Reflect on the concept of culture, approaches to the study of culture, and the relevance to the management of organisations.
- b) Define cultural intelligence and its importance in global business.
- c) Describe the dimensions of cultural differences, such as individualism vs collectivism, high-context vs low-context communication, and power distance.
- d) Understand and articulate the challenges and benefits of collaborating with individuals from diverse cultural backgrounds within the context of Education for Sustainable Development (ESD) and in alignment with the United Nations Sustainable Development Goals (UNSDGs), emphasising the significance of inclusivity, equity, and global partnership in achieving sustainable development.

Skills

- a) Evaluate the main theoretical approaches to cross-cultural management.
- b) Reflect on the concept of culture and approaches to the study of culture, and the relevance to the management of organisations.
- c) Apply theory of cross-cultural management in analysing problems and issues of organisation and management in the context of cultural diversity.
- d) Apply cultural intelligence in global business settings.
- e) Practice adapting communication styles to effectively communicate with people from diverse cultural backgrounds.
- f) Demonstrate cultural sensitivity and awareness in cross-cultural interactions.

Module-Specific Learner Skills

- a) Recall the steps for managing cultural differences, including developing cultural awareness, adapting communication styles, and building relationships.
- b) Define cross-cultural leadership, including the skills and competencies needed to lead and manage people from diverse cultures.

Module-Specific Digital Skills and Competences

- a) Use digital tools for cross-cultural communication, such as video conferencing, online collaboration platforms, and instant messaging.



- b) Apply digital resources for cultural research and analysis, including online databases and cultural intelligence assessments.
- c) Demonstrate proficiency in using digital tools for cross-cultural team management, such as project management software and virtual team-building activities.
- d) Identify the role of digital technologies in managing cross-cultural diversity and inclusiveness in the workplace.
- e) Use digital platforms for cross-cultural training and development, including online courses and simulations.

Public Relationships Management (10 ECTS)

Competences

- a) Collaborate with other marketing departments and other departments in the organisation like sales, HR, and others.
- b) Monitor developments in public relationship management over the years.
- c) Supervise junior public relationships employees in the department.
- d) Represent the organisation to the public.
- e) Negotiate with other departments on the importance of budgeting campaigns to promote the image of the organisation.
- f) Critically analyse and assess the effectiveness, ethical considerations, and strategic alignment of public relations initiatives within various organisational contexts.

Knowledge

- a) Define the main concepts of public relations management.
- b) Sequence developments in public relations management.
- c) Describe the difference between corporate image and corporate reputation.
- d) Identify the impact of corporate communication on the organisation's public relations management.
- e) Write a public relations management plan for an organisation.

Skills

- a) Apply the key concepts of PR management in a variety of contexts (public and private sector).
- b) Demonstrate how the nature of corporate communications impact on the public relations management process.



- c) Practice effective cross functional communication skills within the organisation and in external communication.
- d) Create corporate communications strategies of a given organisation.
- e) Design public relations plan that demonstrates the relationship between corporate image and corporate reputation.

Module-Specific Learner Skills

- a) The skill to quickly analyse and understand public opinions and sentiments using social media monitoring tools and data analytics.
- b) The ability to interpret audience reactions to news or events related to the organisation and determine the urgency of a response.
- c) Skills in planning and executing rapid response strategies that align with the organisation's PR objectives and ethical guidelines.
- d) An understanding of the nuances of different communication platforms and how they can be leveraged for rapid engagement with specific audiences.

Module-Specific Digital Skills and Competences

- a) Foundational knowledge of AI and machine learning concepts, algorithms, and how they can be applied to analyse media coverage, social media sentiment, and public relations outcomes.
- b) Competence in distinguishing between different types of AI technologies and selecting the appropriate tool for specific PR evaluation tasks.
- c) Skills in using AI-powered analytics tools to process and analyse large volumes of data from press releases, social media, news articles, and other media sources.
- d) The ability to interpret analytics results to gain insights into public sentiment, media reach, engagement levels, and the effectiveness of PR campaigns.

Advertising and Promotion Management (10 ECTS)

Competences

- a) Advise on current advertising and promotion management industry practices in order to make recommendations to organisations.
- b) Produce an advertising and promotions plan for a given organisation.
- c) Guide marketing practitioners on the most effective use of media channels and platforms for a range of organisations in different contexts.



- d) Utilise various tools and methodologies to track and assess the effectiveness of advertising campaigns, including digital analytics, media monitoring software, and consumer feedback mechanisms.

Knowledge

- a) Identify the most appropriate metrics to measure returns on advertising and promotions plans and campaigns.
- b) Find examples of best practices in advertising and promotions in different industry and market settings.
- c) Describe some of the most relevant theories on advertising to help practitioners gain a deeper understanding of how to engage with a target audience.
- d) Effectively describe the range of planning tools available for advertising and brand management, including market research software, media planning tools, and budgeting software.

Skills

- a) Design an advertising and promotions campaign, plan or strategy for a given organisation.
- b) Apply relevant theories, models and concepts in advertising in order to help marketing practitioners make better decisions.
- c) Show how advertising theories can help practitioners understand how audiences decode the messages they receive.
- d) Use a range of advertising and promotions tools in a plan or campaign in order to facilitate engagement with a target audience in a competitive context.
- e) Show understanding of some of the most salient factors in the environment, including regulatory factors, which can shape advertising and promotions strategies.

Module-Specific Learner Skills

- a) Create and critically evaluate a media selection plan in a global context.

Module-Specific Digital Skills and Competences

- a) An understanding of the basic principles of project management, including project lifecycle, planning processes, and methodologies relevant to advertising projects.



- b) Apply project planning software to create detailed campaign plans that outline tasks, deadlines, milestones, resource allocations, and budget.
- c) Utilise collaboration features of project planning software for effective team communication, file sharing, and status updates, facilitating smooth coordination among all campaign stakeholders.

Project Management and Leadership (10 ECTS)

Competences

- a) Analyse the project life cycle, and synthesise and critically evaluate alternative approaches to the management of projects.

Knowledge

- a) Critically evaluate the criteria for measuring the performance of a given project.
- b) Define project management methodologies such as Agile, Waterfall, and Scrum.
- c) Describe the process of project planning, including defining objectives, setting timelines, and creating budgets.
- d) Identify key elements of project execution, including delegation, team management, and risk management.

Skills

- a) Critically evaluate the relationship between project management techniques, leadership, project implementation, project planning processes and project management.
- b) Analyse contemporary project management practices and leadership styles in organisations and critically evaluate suggestions for improvement to these practices.
- c) Apply leadership and communication skills for managing teams and stakeholders.
- d) Practice problem-solving skills for identifying and addressing challenges in a project.
- e) Demonstrate time management and prioritisation skills for ensuring projects are completed on time and within budget.



Module-Specific Learner Skills

- a) Recall techniques for project monitoring and control, including tracking progress, identifying potential problems, and implementing corrective actions.
- b) Define project closure, including evaluating project success, documenting lessons learned, and closing out project resources.

Module-Specific Digital Skills and Competences

- a) Identify digital security and privacy protocols for protecting project information and data.
- b) Use project management software and tools, such as Asana, Trello, and Microsoft Project.
- c) Apply digital tools for creating and managing project schedules and budgets.
- d) Demonstrate proficiency in using digital communication tools for collaborating with remote teams and stakeholders.
- e) Use data analysis tools to track project performance and identify areas for improvement.