

Higher National Unit Specification

General information for centres

Unit title: Integrated Marketing Communications

Unit code: DV8J 35

Unit purpose: This Unit is designed to provide candidates with knowledge and understanding of the underpinning theory, role and use of integrated marketing communications. It allows the candidate to explain, plan and evaluate the use of integrated marketing communications in different industry sectors.

On completion of the Unit the candidate should be able to:

- 1 Explain the concept, role and importance of integrated marketing communications.
- 2 Evaluate communication theories in the development of integrated marketing communications plans.
- 3 Devise integrated communication plans for different industry sectors.

Credit points and level: 2 HN Credits at SCQF level 8 (16 SCQF credit points at SCQF level 8).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

Recommended prior knowledge and skills: It is recommended that access to this Unit should follow the completion of the HN Unit 'Principles of Promotion (DV8V 34)' or equivalent.

Core Skills: There are opportunities to develop the Core Skill of Communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Context for delivery: If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

Assessment: In order to pass this Unit, candidates must provide evidence that they have satisfied the minimum evidence requirements for each Outcome.

Outcome 1 refers to underpinning knowledge and skills and may be assessed by a restricted response paper. This requires the candidate to identify and explain integrated marketing communication and its role and importance.

Outcome 2 refers to underpinning knowledge and skills and may be assessed by case study/stimulus material and related questioning. This requires the candidate to discuss various marketing

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communications models and theories and evaluate their usefulness when formulating integrated marketing communication plans.

Outcome 3 refers to the application of underpinning knowledge and skills and requires the candidate to devise two integrated marketing communications plans suited to two different industry contexts, from the following: consumer goods, B-2-B, services, not-for-profit.

An exemplar pack and marking guidelines have been produced to indicate the national standard of achievement required at SCQF level 8.

Higher National Unit specification: statement of standards

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The sections of the Unit stating the Outcomes, knowledge and/or skills, and evidence requirements are mandatory.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the knowledge and/or skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

Outcome 1

Explain the concept, role and importance of integrated marketing communications

Knowledge and/or skills

- ◆ Definition of integrated marketing communications
- ◆ Role of integrated marketing communications
- ◆ Background to the development of integrated marketing communications
- ◆ Importance of integrated marketing communications

Evidence Requirements

Candidates will need to provide evidence to demonstrate their knowledge and/or skills by showing that they can:

- ◆ Explain the concept of integrated marketing communications
 - definition
 - explanation of the component parts of integrated marketing communications
 - the concepts of integration and synergy
- ◆ Explain the role of integrated marketing communications
 - creation of awareness
 - provision of information
 - creation of a coherent image

plus a minimum of **three** from the following:

- maximising the impact of the budget
- creating distinction
- reminding and persuading customers
- creating loyalty and developing relationships
- attitude formation and change
- maximising Share of Voice (SOV)

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- ◆ Explain the development of integrated marketing communication plus a minimum of **three** from the following:
 - media proliferation
 - impact of consumer media awareness and literacy
 - information overload
 - increasing sophisticated promotional techniques
 - greater professionalism in the industry leading to better understanding of theory
 - increasing need for cost effectiveness and accountability

- ◆ Explain the importance of integrated marketing communications
 - coherent image
 - efficiency and effectiveness

plus a minimum of **two** from the following:

- maximising SOV
- differentiation
- gaining market share

Assessment guidelines

The assessment may take the form of a restricted response paper to be completed under closed book conditions, and be around a minimum of 1,000 words. The questions encourage the candidate to relate and/or apply their knowledge gained from the Outcome. It is suggested that the candidate be given 1½ hours to complete the assessment. This is an indicative time only any additional time given to candidates is at the discretion of the individual centre.

Outcome 2

Evaluate communications theories in the development of integrated marketing communications plans

Knowledge and/or skills

- ◆ Role of theory in the development of plans
- ◆ Key types and examples of communications theory
- ◆ Evaluation of communications theories

Evidence Requirements

To achieve this Outcome candidates must provide evidence that demonstrates their knowledge and/or skills by showing that they can:

- ◆ Explain how communications theory can aid the development of marketing communications plans including:
 - understanding buying behaviour
 - explaining how communications may work

Higher National Unit specification: statement of standards (cont)

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plus a minimum of **two** from the following:

- selection of the correct tools and techniques
 - effectiveness of communications
 - management of communications
- ◆ Explain communications theories by describing one linear model, one hierarchical model and one black box model.
- ◆ Evaluate communications theories in terms of :
- ability to explain and predict buying behaviour
 - ease of use
 - simplicity or complexity
 - issues associated with their use

Assessment guidelines

The assessment may take the form of a case study or stimulus material with related questions. The material and questions allow the candidate to apply their knowledge and evaluate the usefulness of a minimum of two theories in the development of an integrated marketing communications plan. The assessment may take the form of restricted open book, with candidates allowed a single page of notes. It envisaged that three hours of classroom time would be given to complete this assessment. This is an indicative time only, and any additional time given to a candidate is at the discretion of the individual centre.

Outcome 3

Devise integrated communication plans for different industry sectors

Knowledge and/or skills

- ◆ The contents of an integrated communications plan
- ◆ Contextual analysis
- ◆ Marketing communication objectives
- ◆ Marketing communication planning
- ◆ The selection of promotional tools
- ◆ Implementation and scheduling
- ◆ Evaluation techniques
- ◆ Key differences in industry sector plans

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Evidence Requirements

To achieve this Outcome, candidates must provide evidence that demonstrates their knowledge and/or skills by devising a marketing communication plan for **two** of the following industry sectors:

- ◆ Consumer goods
- ◆ B-2-B goods
- ◆ Services
- ◆ Not for profit

Each plan must:

- ◆ Outline the contents of an integrated communications plan including:
 - context analysis and SWOT
 - objectives
 - strategies
 - the promotional mix to be employed
 - scheduling
 - control and evaluation
- ◆ Apply context analysis and SWOT to a given situation.
- ◆ State marketing communication objectives
 - SMART
 - linkage to marketing and corporate objectives
- ◆ Devise suitable communication strategies to include:
 - push
 - pull
 - profile
- ◆ Select appropriate promotional techniques for chosen target markets, by integrating a minimum of **three** of the following techniques:
 - advertising
 - sales promotion
 - direct marketing
 - personal selling
 - public relations

Higher National Unit specification: statement of standards (cont)

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the chosen techniques must also:

- link with objectives
- be deliverable within budget

- ◆ Produce a marketing communication schedule which includes:
 - frequency
 - timing
 - co-ordination

- ◆ Design methods for control and evaluation
 - budgetary control
 - efficiency
 - effectiveness

Assessment guidelines

This assessment may take the form of two open book home based assessments - each based on a case study or stimulus material taken from two different organisational contexts. The materials allow the candidate to prepare two integrated marketing communication plans, demonstrating their knowledge and application of planning theory and the selection of the correct options in each instance.

Administrative Information

Unit code: DV8J 35

Unit title: Integrated Marketing Communications

Superclass category: BA

Date of publication: August 2005

Version: 02 (November 2014)

History of changes:

Version	Description of change	Date
02	Insertion of short guidance in Support Notes (in Guidance on the content and context) of this Unit re inclusion of the impact of digital media on marketing communications and the need to integrate both digital and traditional marketing communication techniques.	05/11/14

Source: SQA

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Higher National Unit specification: support notes

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This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 80 hours.

Guidance on the content and context for this Unit

This Unit is a mandatory Unit within the HN Marketing Group Award and is designed to provide candidates with the knowledge, understanding and skills to devise integrated communications plans. It is designed specifically for candidates pursuing a career in marketing management and is designed to be delivered in conjunction with the HN Unit 'Marketing Planning Process (DV8N35)', allowing them to understand the context, content and constraints on the planning of promotional activity.

It may be possible to use one of the plans generated as evidence for Outcome 3 within the assessment of the Marketing Planning Process (DV8N 35) Unit allowing the candidates to demonstrate their knowledge and skills in making linkages within the marketing plan.

Guidance on the delivery and assessment of this Unit

It is envisaged that an integrated approach to the teaching of the unit will be adopted whereby candidates will appreciate the links that exist between the three Outcomes. An integrative approach with the Marketing Planning Process Unit (DV8N 35) would allow candidates to fully appreciate the role and position of integrated marketing communications within the marketing planning process.

Candidates should be encouraged to collect examples of current integrated marketing communications plans through work experience, access to magazines and news articles and the internet. They should also be encouraged to evaluate, discuss and debate the merit of integrated marketing communications plans and campaigns through the use of case materials and examples. Where appropriate, candidates should be made aware of the rapid growth of digital marketing and its significant impact on marketing communications — and that its use is only likely to increase. However, it should be emphasised that there is a need for digital techniques to be integrated with more traditional forms of marketing communication techniques.

A suggested guide to delivery of this Unit is:

Outcome 1 — 10%

Outcome 2 — 15%

Outcome 3 — 75%

These figures are only a guide and are not mandatory.

The following notes give additional information on each Outcome.

Outcome 1

- ◆ The definition of Integrated Marketing Communications
 - the difference between the promotion mix and marketing communications
 - the concept of integration and its synergistic benefits

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- ◆ The role of Integrated Marketing Communications
 - link with the role of promotion but with emphasis on coherency of image/message
 - using synergy to help budget maximisation and effective utilisation
 - maximising SOV

- ◆ Development of Integrated Marketing Communications
 - Historical background
 - Changes since 1980's leading to media proliferation
 - Role of ICT
 - Changes in consumer attitudes and media literacy
 - Development of new theories
 - Modelling techniques

- ◆ Importance of Integrated Marketing Communications
 - Increasing information overload
 - Need for distinction
 - Increasing accountability and need for measurement of effectiveness

Outcome 2

- ◆ The role of Communications theory
 - Aid to understanding behaviour
 - Links to motivation, attitude formation, perception and learning
 - Complexity of issues and the need for efficiency and effectiveness of promotion

- ◆ Communications theory
 - Different types of models: linear, hierarchical, and black box
 - Link with buying behaviour

- ◆ Evaluating models
 - Criteria for evaluation: ability to predict behaviour, enable measurement, ease of use.
 - Issues associated with the use of models

Outcome 3

This Outcome should develop the underpinning knowledge and skills required to produce an effective integrated marketing communications plan.

- ◆ Structure of a marketing communications plan
 - A framework for candidates to work to illustrating the succession and build up of the plan
 - Must include analysis, objectives, strategies, implementation and control

- ◆ Context analysis
 - Key internal and external factors affecting integrated marketing communications decision making including internal skills and resources, competitor activity, other stakeholders and ethical and legal considerations.

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- ◆ Marketing Communication objectives
 - Links to other objectives and plans
 - Positioning
 - SMART
 - Links to theory eg DAGMAR

- ◆ Strategies
 - 3Ps
 - Linkages to objectives and the organisations context and image

- ◆ Selection of techniques
 - Range available
 - Constraints on selection

- ◆ Scheduling
 - Need for integration for synergy and coherence
 - Planning techniques

- ◆ Control and evaluation
 - Emphasis on sound budgetary control
 - Analysis of impact on consumers, trade, company image and achievement of objectives
 - Quantitative and qualitative techniques

- ◆ Differences in approach by different industry sectors
 - Examples of plans and constraining factors in different industry sectors

Opportunities for developing Core Skills

There are opportunities to develop the Core Skills of Communication at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components. Underpinning knowledge for the Unit requires an understanding of business communication theory, with particular emphasis on the concepts impacting on successful Marketing practice. Although communication skills are not formally assessed, candidates will be expected to produce and present written reports to a professional standard; to express all essential ideas and complex information accurately; coherently use a formal structure and recognised format; and to check language, spelling, punctuation and syntax for accuracy. The availability of suitable software packages to support accuracy and professional presentation could be advantageous.

Open learning

If this Unit is delivered by open or flexible learning, additional resources and materials will be required for candidate support, assessment and quality assurance. For further information and advice refer to SQA document Assessment assurance and Quality Assurance for Open and Flexible Learning (February 2001 – A1030)

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Candidates with disabilities and/or additional support needs

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments or considering alternative Outcomes for Units. For information on these, please refer to the SQA document *Guidance on Alternative Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs*, which is available on SQA's website: www.sqa.org.uk.

General information for candidates

Unit title: Integrated Marketing Communications

This Unit is designed to give you an understanding of, and practice in, integrated marketing communications planning in action.

It involves understanding the role of integrated marketing communications and how knowledge of buying behaviour and associated theories can help the planning process. The bulk of the Unit is concerned with the planning of integrated marketing communications campaigns for various organisations.

In order to achieve this, you will learn how to devise an integrated communications plan from analysing the current situation the organisation finds itself in, to writing objectives, choosing strategies and the promotion mix, devising schedules of activities, calculating, controlling and using budgets and evaluating campaigns.

In order to complete this unit successfully you will be required to achieve satisfactory level of performance which may take the form of:

- ◆ One closed-book restricted response paper
- ◆ One structured question paper linked to case study materials
- ◆ Two integrated marketing communications plans, each for a different type of organisation