

BM6626 Advanced Integrated Marketing Communications

Let our students work on your marketing communications plans!

At Kingston University, final year students on our undergraduate BA in Marketing Communications and Advertising programme work in groups to create communications plans for a 'live' brief. Students develop an integrated marketing communications plan to a budget to be agreed with the host organisation.

Deliverables include

- An integrated marketing communications report (4000 words) which will include
 - An analysis of the current market situation
 - Realistic communications objectives
 - Identified target audience(s)
 - A proposed positioning statement and creative strategy
 - A plan for detailed marketing communications activities (traditional and digital)
 - A media plan
 - Example creative work
 - Recommendations for evaluation of the plan

Students have ten weeks to produce their plans and the brief needs to be ready by 19 December 2015. Reports will be available from 24 March 2015.

Host organisations do not need to pay students, however students would appreciate assistance with expenses if occurred. Host organisations also need to provide access to relevant resources (e.g. introduction to staff) and any relevant information (e.g. organisation charts & data, previous examples of marketing communications campaigns).

For further information please contact:

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