Course: Integrated Project Assignment 6 — credits: 5

Course code	CIVB20IPA6
Name	Integrated Project Assignment 6
Study year	2026-2027
ECTS credits	5
Language	English
Coordinator	Y.A. Chuhu
Modes of delivery	Tutorial
Assessments	Integrated Project Assignment 6 - Other assessment

Learning outcomes

Learning Outcomes

Upon successful completion of the course, the student is able to:

- interpret a Request for Proposal (RFP) or research brief to conduct comprehensive market research, identifying client goals and customer needs that guide the campaign's strategic direction;
- interpret and apply research insights to design targeted communication strategies, selecting effective communication tools and customer touchpoints to meet campaign objectives;
- prototype and test creative digital and non-digital marketing communication solutions that address customer touchpoints and integrate real-world feedback for improvement;
- produce a written proposal that documents and evaluates each phase of the design thinking process and the resulting marketing communication campaign, addressing client needs effectively;
- collaborate within a group to deliver an authentic and inspiring pitch that communicates the strategic vision, expected impact and financial feasibility of the proposed campaign;
- respond professionally and confidently to client questions, demonstrating a strong understanding of the proposal and reinforcing the agency's value as a marketing communication partner.

Content

Content

In this course, you work in a team on a real-world marketing communication project based on a Request for Proposal (RFP) or research brief. You analyse client goals, customer needs, and market insights to define a clear strategic direction for the project. Based on this analysis, you design targeted communication strategies that use appropriate mix of tools and touchpoints to reach the intended audience.

You prototype visually appealing digital and non-digital communication solutions and test them with real users to gather feedback. You use this feedback to refine and optimise your concepts, paying attention to both effectiveness and visual clarity. Throughout the project, you apply the design thinking process and document both the process and the resulting marketing communication campaign in a written proposal.

Together with your group, you develop and deliver a professional and engaging pitch that clearly communicates the campaign's vision, potential impact, and financial feasibility. You also respond to client questions and demonstrate a clear, well-supported, and persuasive understanding of your proposal.

Literature/study materials

See Brightspace.

Included in programme(s)

Consumer Behaviour and Marketing in a Digital World Exchange Programme Semester 1 (Autumn)
Marketing Management

School(s)

Entrepreneurship, Communication & Marketing

share your talent. move the world.

Although every effort has been taken to ensure the accuracy of the information in the ECTS Course Catalogue, we cannot guarantee that the content and the information contained in it is always up-to-date, complete or true. Accordingly, no rights can be derived from the contents of the catalogue.