



# University of Pretoria Yearbook 2016

## Integrated brand communications 224 (BEM 224)

**Qualification** Undergraduate

**Faculty** Faculty of Economic and Management Sciences

**Module credits** 16.00

**Programmes** BAdmin International Relations

BCom Business Management

BCom Economic and Management Sc

BCom Entrepreneurship

BCom Informatics: Information Systems

BCom Marketing Management

BCom Recreation and Sports Management

BA Option: Sport and Recreation Management

BA Visual Studies

BConsumer Science Clothing: Retail Management

BConsumer Science Foods: Retail Management

**Service modules** Faculty of Engineering, Built Environment and Information Technology

Faculty of Humanities

Faculty of Natural and Agricultural Sciences

**Prerequisites** BEM 110 GS

**Contact time** 3 lectures per week

**Language of tuition** Both Afr and Eng

**Academic organisation** Marketing Management

**Period of presentation** Semester 2

### Module content

Integrated brand communications approach, marketing communication planning, objectives and budgets for integrated marketing communications, principles and strategising of marketing communication elements, new media, the brand name communication process, marketing metrics and evaluation for marketing communication effectiveness.

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