

# University of Pretoria Yearbook 2021

## Integrated marketing communications 224 (BEM 224)

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| <b>Qualification</b>          | Undergraduate   |
| <b>Faculty</b>                | <a href="#">Faculty of Economic and Management Sciences</a> |
| <b>Module credits</b>         | 16.00   |
| <b>NQF Level</b>              | 06  |
| <b>Programmes</b>             | <a href="#">BCom</a>  |
|                               | <a href="#">BCom Informatics Information Systems</a>        |
|                               | <a href="#">BCom Marketing Management</a>                   |
|                               | <a href="#">BA Visual Studies</a>                           |
|                               | <a href="#">BConSci Clothing Retail Management</a>          |
|                               | <a href="#">BConSci Food Retail Management</a>              |
| <b>Service modules</b>        | Faculty of Humanities                                       |
|                               | Faculty of Natural and Agricultural Sciences                |
| <b>Prerequisites</b>          | BEM 120 GS  |
| <b>Contact time</b>           | 3 lectures per week   |
| <b>Language of tuition</b>    | Module is presented in English                              |
| <b>Department</b>             | Marketing Management  |
| <b>Period of presentation</b> | 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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