



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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